Drug & Cosmetic INDUSTRY

MARCH, 1949

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M. A. LESSER, Technical Editor
HARRY G. KELBLY, Raw Material Editor
JUSTUS W. MATTHAEI, News Editor
HILDA C. McCOLLOM, Art Director

The Drug and Cosmetic Industry is published monthly by Drug Markets, Inc., Frazer V. Sinclair, President and Treasurer, Thomas R. Farrell, Vice-president and Secretary. Publication Address, 28 Renne Ave., Pittsfield, Mass., U. S. A. Editorial and General Office, 101 West 31st St., New York 1, N. Y., U. S. A.
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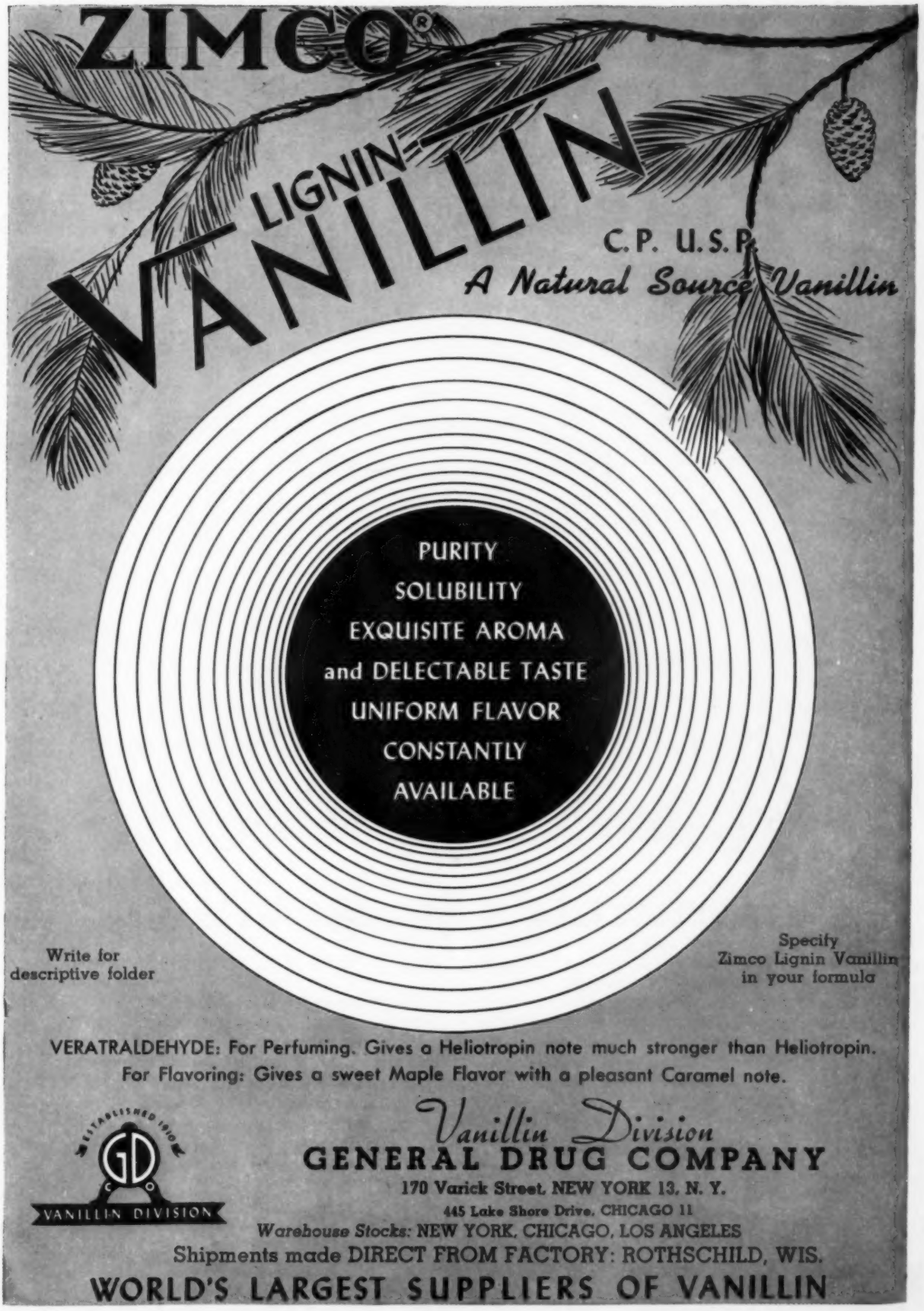
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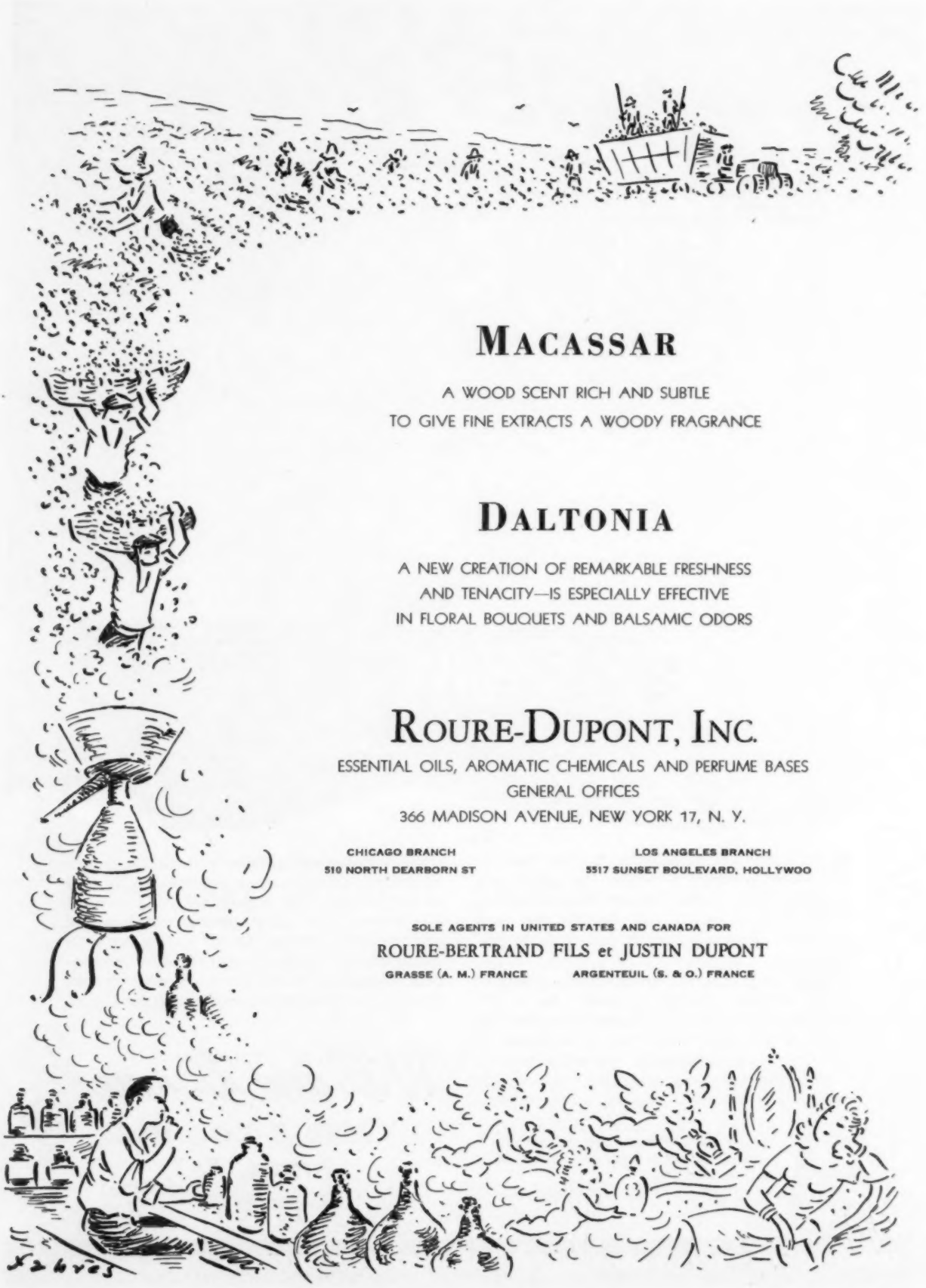

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ATTORNEYS AT LAW
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AN OPEN LETTER TO THE BEAUTY INDUSTRY

We represent Sales Affiliates, Inc. and also Evans Chemetics, Inc., and as counsel are familiar with their respective patent and sales activities. This letter is written at their request to present the facts relating to certain patent rights of Sales Affiliates and to the sale of thioglycolic acid by Evans Chemetics, Inc. The facts are as follows:

Sales Affiliates, Inc. is the owner of patent rights relating to compositions and methods of permanently waving hair with solutions of thioglycolic acid and other mercaptans. Patents have issued in a number of foreign countries. The U. S. patent application is still pending in the Patent Office. The issued foreign patents and the claims of the pending U. S. application cover solutions of thioglycolic acid and ammonia currently used for permanent waving, as well as other inventions.

Sales Affiliates has granted licenses to several companies in the United States under said patent application. It is negotiating licenses with other companies and in general has a liberal and constructive licensing policy in this field. Licenses are granted to companies regardless of the source or sources from which those licensees may purchase thioglycolic acid or other unpatented commodities. No attempt whatsoever is made by Sales Affiliates to require, to request, to suggest or to imply that its licensees purchase thioglycolic acid or other materials from any particular manufacturer or source. Not all the present licensees purchase thioglycolic acid from Evans Chemetics, Inc. Those licensees and any others who take licenses from Sales Affiliates are and always will be free to purchase materials where and from whom they wish.

Evans Chemetics, Inc. is a manufacturer of thioglycolic acid, ammonium thioglycolate and other products used in permanent waving and in the cosmetic industry. It does and will continue to sell such materials in free competition in the market. Thioglycolic acid is sold for use in hair waving solutions, depilatory compositions, and for any and all other commercial and experimental uses. Evans Chemetics sells such materials to licensees of Sales Affiliates; it also sells them just as freely to many other companies which are not licensees of Sales Affiliates. As a matter of policy which has been carefully laid down by counsel and carefully enforced by management, the personnel of Evans Chemetics has been carefully instructed to avoid any actions or suggestions that the purchase of thioglycolic acid from Evans Chemetics conveys any license rights, express or implied, from Sales Affiliates, or that there is any relation whatsoever between the purchase of materials from Evans Chemetics, Inc. and the obtaining or refusal of license rights from Sales Affiliates, Inc.

Evans Chemetics sells and will continue to sell its unpatented products on the basis of quality and merit only. As an aid to its customers Evans Chemetics does and will continue to advise them, so far as it is able, as to suitable manufacturing operations and controls for permanent waving solutions and other products. Evans Chemetics is not in position to grant any patent rights or give information concerning them; while Sales Affiliates is not in the business of making or selling chemicals. In cases where customers or prospective customers of Evans Chemetics have requested information as to the present or prospective patent situation, those inquiries have invariably been referred to Sales Affiliates and in cases of bona fide negotiations, patent counsel for the inquiring companies have been furnished with information as to the scope and status of the patent application. Regardless of the attitude or actions of the inquiring party, however, Evans Chemetics does and will continue to sell them thioglycolic acid and other unpatented materials completely independently of the patent situation.

We have asked both companies named to verify this letter so that there may be no question as to their respective positions in this matter. If this letter does not completely clarify any points about which you may have had questions, we invite your future inquiries.

Very truly yours,

MORGAN, FINNEGAN & DURHAM

By George B. Finnegan Jr.
George B. Finnegan Jr.

The statements herein pertaining to Sales Affiliates, Inc are correct:

SALES AFFILIATES, INC.

By Edgar L. Chamberlin
Vice-President

The statements herein pertaining to Evans Chemetics, Inc. are correct:

EVANS CHEMETICS, INC.

By James Lawrie
Secretary

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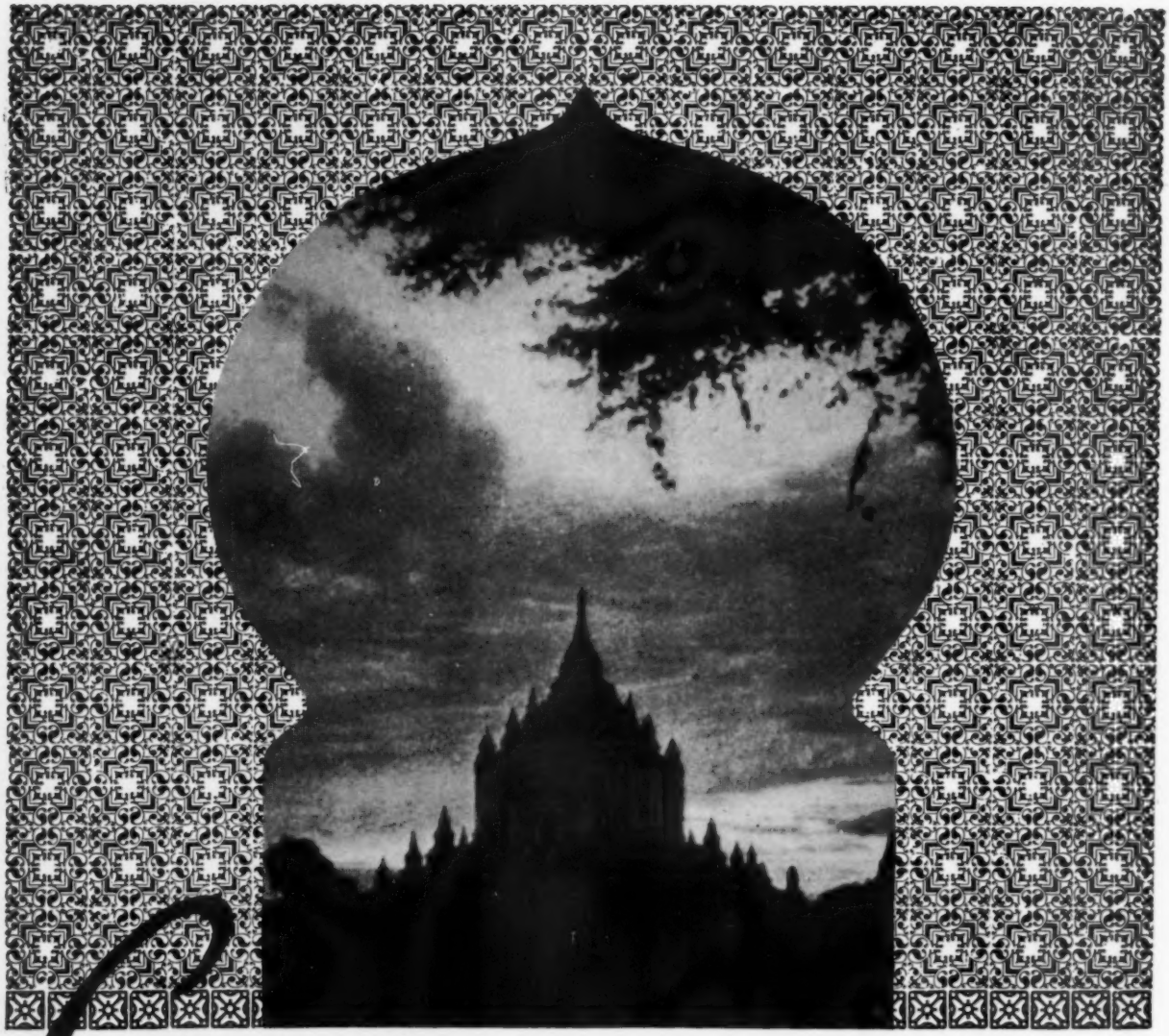

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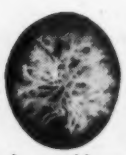

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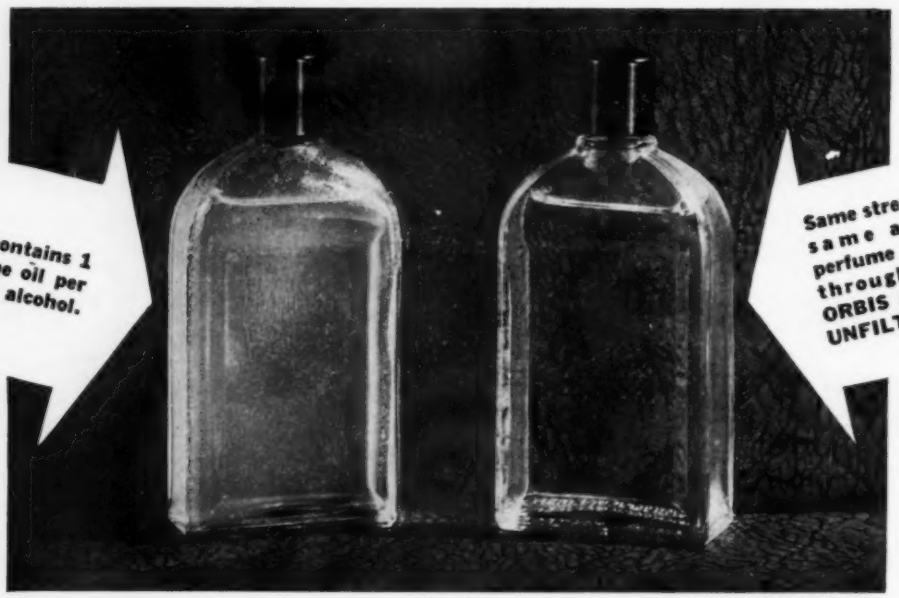
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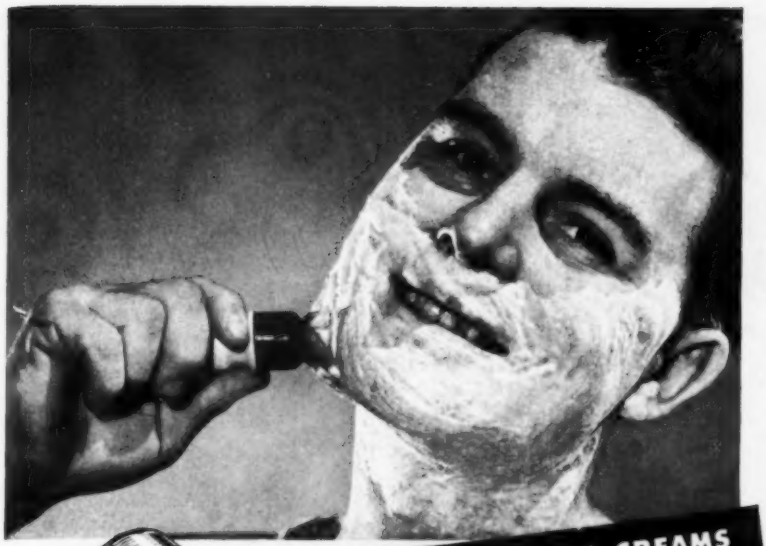

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Technical GLYCERINE NEWS

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GLYCEROL VISCOSITIES TABLE AVAILABLE. Miner Laboratories, headquarters for the Glycerine Producers' Association program of glycerine research, has prepared a table of viscosities of glycerol in aqueous solution from 0 to 100 per cent, at from 0 to 100 degrees C. You can obtain your copy by merely checking item D-5 on the coupon below. (D-5)

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I should like to receive more information on the source of the items appearing in **Technical Glycerine News**. I have checked below those items which interest me.

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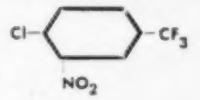
$C_6H_3CF_3$ [3-NO_2,4-Cl]



Molecular Weight	225.56
Freezing Point	−7.5°C
Boiling Point	222°C
Specific Gravity 15.5°/15.5°C	1.542
Refractive Index n20/D	1.491

To its growing list of organic fluorides, Hooker now adds 3-Nitro-4-chlorobenzotrifluoride. It is a thin yellow oily liquid. Indications are that 3-Nitro-4-chlorobenzotrifluoride is a valuable addition to the group of chemical intermediates. It is subject to further ring substitution in the number 5 position. The nitro group may be reduced in alkaline media. The chlorine atom is very stable and unlike other benzotrifluoride compounds, hydrolysis results in attack on the CF_3 group.

Patent literature discloses a variety of applications for nitrochlorobenzotrifluoride in the preparation of azo dyestuffs and pharmaceuticals. At present available in pilot plant quantities, production in commercial quantities can be quickly undertaken when circumstances warrant. Hooker Technical Data Sheet, gives more complete physical and chemical characteristics and literature references. When writing for literature or samples please use your company letterhead.

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FDA and Certification

THE opening conference of representatives of the pharmaceutical industry with the Food and Drug Administration with regard to the FDA's desire to draft a general amendment to the Food, Drug, and Cosmetic Act for the certification of all antibiotics, ran into something of a snag at the first session. Foods and Drug Commissioner Paul B. Dunbar opened the meeting with the statement that he thought a general amendment should be written into the law in preference to piecemeal legislation naming specific products which should be certified.

Leslie D. Harrop, general counsel for the American Drug Manufacturers Association, said that the desire for such an amendment existed in the FDA rather than in industry, and had been talked of since 1946. He explained that the industry is fearful of an amendment which can be twisted around into a certification law which covers drugs generally as a means of controlling all drug products. He listed five points for full discussion:

1. Definite consideration of decertification of penicillin G, dihydrostreptomycin and streptomycin sulfate.
2. A thorough exploration of the reason for certification and what is wrong with the new drug provisions of the Food, Drug, and Cosmetic Act which makes it necessary to have a certification law.
3. A thorough discussion of the definition of antibiotics and what is intended to be covered by this term.
4. The criteria by which it is to be determined when a new drug needs to be certified.
5. A discussion of the same criteria for decertification. Certification should be a two-way street.

He said that when a drug is placed under certification it is an almost hopeless task ever to get it decertified. It tends to transfer the responsibility now in resting with the manufacturer to the Food and Drug Administration. Certification of drugs, he maintained, involves a change in the philosphy of the Food, Drug, and Cosmetic Act more fundamental than is generally realized.

Dr. Dunbar was quite shocked and hastened to state that FDA had no intention of seeking certification of drugs generally. He explained that the reason for certification of penicillin was the situation surrounding development of the drug. Certification of both penicillin and streptomycin were the result of difficulties involved in proper manufacture of these products, he said, and because they had a tendency to change without apparent reason and were difficult to assay. Stating that while he realized it is a peculiar trait of bureaucrats never to let go of anything, he still had not reached the point where he felt that the agency can decertify penicillin or streptomycin. He said he had no objection to decertification when the point of basic safety of the consumer and competent manufacturer was reached, but he did not feel that point has been attained.

Antibiotics and the Sulfa Drug

ALTHOUGH the antibiotics are expanding both in production and use with penicillin and streptomycin leading the field, the sulfa drugs are still important remedial agents. While there are many who are of the opinion that the sulfa drugs must have dropped out of sight since the antibiotics are supposed to duplicate the action of the sulfas as antiseptics, this is far from the truth. We admit that we got quite a surprise when we reliably informed that production of the sulfa drug in the month of January of this year was greater than the production in any month since the sulfa drugs were discovered. Also there is Government production figures for sulfa drugs in 1943 of 10 million pounds. We were advised some years back not to pay too close attention to this figure. In this total, the Government included a production figure for a certain sulfa drug produced by only one maker. While this was contrary to Government policy, it seems that the maker did not bother to complain as the figure was so high that it bore absolutely no relation to the amount which this one maker produced. It seemed that the Government had obtained figures on this drug from various pharmaceutical manufacturers who made tablets containing the drug, then they obtained figures from wholesalers and others who handled the drug, then they added them all together. Doubtless some of the other sulfa drugs included in this 10 million pound total were likewise padded, so think nothing of this figure as establishing any sort of a record, it just isn't so.

Design Copyrights Allowed

DESIGN patents have been the method used by manufacturers to protect new designs for bottles, boxes, atomizers, and other packages. At various times attempts were made to persuade the Copyright Office to issue copyrights for bottles and similar articles. However, the Copyright Office steadfastly refused to comply with the requests to issue copyrights for any items of manufacture mechanically reproduced in quantity. While it seemed that a plaque, statuette, or even a bottle, which was made by hand for artistic purposes only could be copyrighted, if these articles were reproduced in quantity, then they were proper subjects only for design patents. Until this year jewelry, glassware, and the like were protected only by design patents.

However, by a change in the rules the Copyright Office has reversed itself and will now receive copyright applications for three-dimensional works of art even if mechanically reproduced. The following was contained in the Federal Register of December 29, 1948:

"202.8 Works of art (Class G)—(a) In general. This class includes works of artistic craftsmanship, in so far as their form but not their mechanical or utilitarian aspects are concerned, such as artistic jewelry, enamels, glassware, and tapestries, as well as all works belonging to the fine arts, such as paintings, drawings and sculpture. Works of art and models or designs for works of art are registered in Class G on Form G, except published three-dimensional works of art which require Form GG."

Since glassware is specifically mentioned, bottles and other items, such as compacts, atomizers, ornamental lipstick cases, and the like are most likely capable of copyright now. This involves a saving of money as a copyright fee is $4.00, against a patent fee of $10 to $30 depending on the term. Also a copyright is effective for 28 years with possible renewal, while the longest term for a design patent is 14 years. Also copyright procedure is relatively simple, while design patent applications always require the services of an attorney.

T.G.A. Protests Rules Hearing

A FORMAL protest against the action of Federal Trade Commission Attorney Philip Layton, was filed with FTC Acting Chairman Lowell B. Mason by the Toilet Goods Association. Mr. Layton read into the record of the hearing just before the adjournment of the hearing on the proposed Fair Trade Practices Rules, "what amounted to an entirely new set of rules," according to S. L. Mayham, executive vice-president of the T. G. A. Stating that Mr. Layton made no disclaimer of speaking for the FTC, and that rules governing trade practice conference procedure make no provision for new proposals or arguments on behalf of the FTC, Mr. Mayham said that the T. G. A. Petition made these three motions:

1. That the Layton amendments be striken from the record; 2. that, if the first is denied, the amendments be published to the industry and a new hearing called; 3. should the second also be denied, that adequate time be granted for study and submission of briefs.

"If Mr. Layton appeared as a consumer, such a representation would be a strange distortion of that term," said Mr. Mayham. "If not, then his appearance was not authorized."

Cash Discounts Under Fire

THE cash discount granted by manufacturers for prompt payment has been the subject of controversy during the past few months. Some manufacturers believe that the cash discount might well be eliminated. The one or two per cent cash discount have never represented interest on the money involved, but rather has been a bonus for prompt payment, and has aided greatly in keeping customers in a sound liquid position. A few manufacturers have recently been giving serious consideration to changing the rate of these discounts from two per cent to one per cent, or eliminating the discounts altogether. However, drug wholesalers feel that they will be affected very seriously if any such step is taken without any adjustment being made in the wholesale trade discounts. There is also the probability that it might be very undesirable for wholesale druggists to eliminate cash discounts to their retail customers. In the first place, retail druggists' handling costs have risen and, therefore, they need this additional margin; and in the second place the incentive for prompt payment should be maintained to keep retailers in the sound credit position in which they now find themselves.

Some manufacturers have actually announced reduction or complete elimination of the cash discounts for the reason that costs have risen. Wholesalers state that their costs have likewise risen and two per cent, or the amount of the cash discount, represents virtually all of the net profit on sales which the wholesaler has left after Federal taxes so that it can readily be seen how important the amount of this cash discount is to the financial condition of the industry. Distributors who profit through these cash discounts are of the opinion that manufacturers should cover their increased costs not through changes in established trade practices, but rather through the straightforward method of increasing retail prices.

Labeling Duties for Contact Committee?

COMPLIMENTING the Combined Contact Committee of the pharmaceutical manufacturers upon the publication of recommendations regarding the maintenance of sanitary conditions in drug manufacturing plants, Associate Commissioner of Food and Drugs George P. Larrick suggested the preparation by the committee of guides dealing with the industry's views as to the proper steps to be taken in dealing with control numbers. Stating that practices of different firms vary widely, he cited the fact that some manufacturers use no control numbers whatever, while practices range from this condition to the most intricate and extensive use of such numbers from the moment a raw material is selected for a particular bath through every stage of manufacture and distribution. Mr. Larrick thought that it might be feasible to deal with many labeling problems in much the same manner as the Contact Committee has for many years dealt with problems of permissible variation in the composition of drugs.

Vitamin B_{12} Now In Production

PRODUCTION of vitamin B_{12}, isolation of which was announced last Spring, has been announced by Merck & Co. The drug, which is claimed to be a million times as effective as whole liver in treating pernicious anemia, is produced by fermentation. It was first isolated from a mold, a first cousin to the mold which produces streptomycin. Since its isolation last Spring the product has undergone exhaustive clinical testing and is now being made available to physicians generally.

Junior Achievement Cosmetic Company

SIXTEEN high school students of Newark, N. J., who formed a cosmetic business last year as a Junior Achievement company received last month the first Chemical Products Award of "Chemical and Engineering News," an American Chemical Society publication. The students were sponsored in the business by White Laboratories, Newark, N. J., which company helped them with a formula for a lotion. Money to start the business was raised by selling ninety-nine shares of stock at fifty cents per share. The students prepared the lotion, bottled it, and sold it, mostly door to door. The business was abandoned after seven months—all Junior Achievement companies are limited to one year of operation—and a profit of 72 per cent was distributed to the stockholders. A report of the project was submitted in a contest sponsored by the periodical.

F.D.A. and Eau de Quinine

THE Food and Drug Administration recently proceeded against a hair preparation sold under the name "Eau de Quinine," contending that the product contained very minute quantities of quinine and the average person might be misled into believing that the product contained quinine in therapeutically significant quantities, and further, it would have some effect upon the hair and scalp. The Court charged the jury that quinine was normally used in the treatment of malaria, and would have no effect upon the hair or the scalp. However, in referring to the fact that this product had been on the market for many years, the Judge said that the preparation in the early years might have been in violation of the law but since the name had been used for so many years he reasoned as follows:

"So, therefore, you can say that a product might be in violation of the Food and Drugs Act because of a misleading name in the early period of its sales, whereas that same product after many, many years of use may no longer be in violation of the Act, if because of that long usage the public has come to understand what the name signifies, and if the public believes it and interprets it to mean a product, a drink such as Coca-Cola rather than designating by the ingredients, so much coca and so much cola.

"A further example of this principle might be well illustrated by the name, Milk, so far as Milk of Magnesia is concerned, or soda in soda water, and as one Court has said that it is not very reasonable to believe that the use of the words, Eskimo Pie, leads people to believe that it is a pie made by Eskimos, or a formula obtained from the Eskimos. That by long usage of the name it signifies a product, rather than a product having certain ingredients in it."

The Judge also made an interesting statement concerning the common sense which must be used by the average individual with regard to labeling:

"Yesterday a statement was made by the (Government's) counsel to the effect that if anywhere in these United States, regardless of a person's intelligence or literacy, if anywhere there may be a man or woman who might be misled by this name, Eau de Quinine, that that would probably be a violation of this Act. I want to correct that because I don't think that the statement correctly states the law. The test is whether or not the public is misled or likely to be misled by this name. The goods are misbranded if they bear any statement which would deceive or mislead any purchasers who are of normal capacity and use that capacity in a common sense way. That is the test, and whether there may be any or few so deceived is not material."

The jury returned a verdict of not guilty.

F.D.A. and Adequate Labeling

THE FDA is said to have extended its idea of what constitutes adequate labeling and is believed to be about to proceed against some manufacturers on the basis of this new conception. As an example, a vitamin preparation recommended in advertising as being of value in relieving certain deficiency symptoms did not state the indications for use in the labeling. Therefore, the FDA contends that the labeling is inadequate as a person must read the advertising to determine under what conditions the product is to be used.

Antacid and Laxative

THE FTC seems to have taken a stand regarding a product which, at time of taking, is composed principally of citrates and tartrates. This product is recommended in certain size doses as of value in relieving hyperacidity of the stomach, and in larger doses as a laxative. The Commission strongly objects to any reference to the relief of hyperacidity.

T.G.A. Arranges Convention

THE Toilet Goods Association has announced its annual convention to be held May 17, 18, 19 at the Waldorf-Astoria Hotel, New York. Karl Voss, of Karl Voss Corporation, is chairman of the Convention Committee, and he and his committee will operate from 1100 Adams Street, Hoboken, N. J. Additional members of the Convention Committee are: A. R. Ludlow, Jr., treasurer; Paul E. Forsman; P. E. Haebler; M. Lemmermeyer; Walter S. Nuckols; Edward D. Russell; Lamson M. Scovill; J. W. Thayer; K. W. Tracy. Program Chairman of the Convention is Norman Dahl. The Scientific Section under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the Convention to discuss current technical developments and problems.

Phillips' 100th Anniversary

THE Chas. H. Phillips Division of Sterling Drug is celebrating its 100th anniversary as a business this year. However, the company is merely taking the centennial in its stride without benefit of formal ceremonies or spectacular events. O. W. Ergenzinger, vice-president in charge of the division, says that the birthday will be noted through stickers, postal meter messages and trade paper advertising. The principal product of this oldest unit in the Sterling group—Phillips' Milk of Magnesia—now ranks second in sales among all of Sterling's hundreds of pharmaceuticals, packaged medicines, household and toilet articles, and industrial chemicals.

Founded in 1849 with refined camphor and essential oils as the company's first products, it was not until 1873 that Phillips' Milk of Magnesia was introduced on the market. Following the founder's death, the company was incorporated by his four sons in 1885. Sterling acquired the company in 1923. Other products of the division are Milk of Magnesia Tablets, Milk of Magnesia Tooth Paste, Milk of Magnesia Skin Cream and Cleansing Cream, and Haley's M-O, a combination of milk of magnesia and mineral oil. The principal plant of the division is at Glenbrook, Conn., where it was founded 100 years ago. A second plant was opened a year ago in Gulfport, Miss.

The Alcohol Picture

THE alcohol price situation is really in a muddle and the future seems a little difficult to forecast. However, there seems to be very little in the picture which would cause one to predict higher prices. At least any increase in price would certainly not be sharp, nor would it be of long duration.

With the market for alcohol at 21 cents, the price of molasses at Cuba under the sliding scale contract made by the Cubans with one distiller is 3.6 cents per gallon at Cuba. Adding to this freight of 2 cents per gallon and duty of ¾ cents per gallon, the molasses costs 6.4 cents per gallon laid down in this country. Since it takes two and one-half gallons of molasses to make one gallon of alcohol, the raw material cost for a gallon of alcohol is 16 cents per gallon. Adding to this a cost of 6.5 cents per gallon of alcohol for converting the molasses into alcohol and we get a cost of 22.4 cents per gallon of naked, unsold alcohol. Packing, shipping, billing, selling, and other charges must be added to this to increase the loss sustained by this distiller who is supposed to be at an advantage in this market due to his sliding scale contract for the purchase of molasses.

While the molasses purchase contract made by this distiller contains a clause which allows him to cancel the contract at any time that the price of alcohol goes below 41 cents per gallon, he has not exercised this right. However, it is claimed that the Cuban institute which made the contract for this 80 million gallons of molasses has cancelled the contract. This cancellation by the Cubans is said to be based on a claim that the distiller has violated an agreement that this molasses would not be sold by him for cattle feed purposes. It is claimed that he has been advertising molasses for sale for this use. Molasses for feed purposes brings about 15 cents per gallon, and the total market is estimated at about 20 million gallons. It is claimed that the distiller has had tankers at Cuba under demurrage because the Cubans will not fill them with molasses for him.

It will be recalled that of the 80 million gallons of molasses bought under this contract, 40 million gallons were to have been taken by February 1, 20 million gallons during February, and the remaining 20 million gallons during March. How much alcohol has been bought and paid for under this contract is known only to the parties to the contract, although a representative of the distiller involved claims a large payment for about half of the molasses was made at a relatively high price and that the Cubans now owe him money. As to the reason why the contract was not cancelled by the distiller, it is claimed that he had chartered tankerage for a certain volume of molasses and was unable to cancel this tankerage. Therefore, he figured that it was better to take the molasses and try and work out some method of getting his money back rather than just pay the dead loss for the tankerage. However, there are reports that even if he gets more molasses he will be short of storage tanks in which to put it pending use or sale. He is reported to be scouting the East Coast looking for storage tanks. However, other alcohol distillers who have storage tanks available are certainly not going to help him out.

Therefore, the molasses picture is badly muddled from the point of view of this final lot of 80 million gallons from the old crop which the Cubans tried to dispose of through this contract. But in addition the molasses situation is further complicated by new crop molasses which is now making its appearance. It is estimated that enough sugar has already been produced from the new crop to give a yield of upwards of 50 million gallons of molasses which is now on hand in Cuba. And due to the fact that there was a cyclone in Cuba recently, the amount of molasses will be greater than normal in those sections affected by the cyclone. Ordinarily molasses production is seven gallons per bag of sugar. However, damage to the cane from a cyclone increases the yield of molasses to somewhere between 10 and 12 gallons per bag of sugar.

How the Cubans are going to work off this situation is unknown. In the past they have run the molasses into the fields to get rid of it. However, this draws large amounts of flies and is greatly resented in Cuba. On the other occasions it has been put in ditches and covered over to be recovered in large part at a later date. It seems that the price of molasses will remain very weak for some time to come. The only hope which the Cubans have is that the distillers who have been working with high priced molasses must soon be running out of supplies and will have to return to the market in the not too distant future.

In the face of this over-production of molasses, we have the increased production of alcohol from petroleum. The only thing that can save the situation to any extent for the Cubans is an expansion of the market for alcohol brought about by the low prices. Rationing of alcohol during the war and the high prices of 75 to 90 cents per gallon for alcohol caused many users of alcohol to find other solvents in its place. The non-permanent anti-freeze market went completely over to methanol which was available at 28 cents per gallon.

Now it takes time to get those who shifted from alcohol to come back to its use. Industrial users will have to compare the costs carefully, study the market conditions surrounding alcohol and products which they substituted for alcohol before reaching a decision. They will have to be certain that a goodly saving over a long period of time will result if they return to the use of alcohol.

As to its use as an anti-freeze, some of the distillers claim that methanol is a better product for this use. They claim that methanol lasts longer and has an odor which is preferable to that of completely denatured alcohol. However, if denatured alcohol can be marketed at filling stations at prices far enough below the prices charged for methanol, the normal buyer will doubtless buy the denatured alcohol at the lower price since both of these anti-freezes are of a temporary nature anyway.

As we said at the outset, the situation right now is so full of variables that the future cannot be forecast accurately. However, as the various factors involved work themselves out, the market should adjust itself on a more permanent basis. We shall report on these various factors from time to time.

States Oppose Health Insurance

THE State legislatures of Arkansas, Utah, Nebraska, Tennessee, Wyoming, and New Mexico have memorialized Congress not to enact the proposed compulsory sickness insurance program—the Murray-Wagner-Chavez-Pepper-Taylor-Dingell Bill.

Pure Corn

DURING these days when we are being entertained to death via the radio, television, movies, and heaven knows what, the public is becoming more discriminating and makes free use of the word "corn" to describe much of this entertainment. We recently

were struck with the idea that perhaps the public was also discriminating in a similar way between the political parties of the country and, perhaps, attributing to the Republican Party the greater offering of corn. As an example we offer the exhibition of Republican Representative E. A. Hall of New York who implored the House of Representatives to rally to the support of that "American institution," the penny postcard, and reject a Postoffice Department recommendation that it be increased to 2 cents. "Doubling this would mean that the rank and file of our people would be unable to keep in touch with their loved ones," he declared.

The Queen Mary and Perfumers

THE Queen Mary seems to be scooping the Trans-Atlantic travel trade of the perfumers. Francois Gobi, who has been visiting Tombarel Products Corporation in this country, recently returned to France via the Queen Mary. "Obviously," he said, "perfumers must be inclined to favor the Queen Mary since she is filled with concrete."

Capsule Curlers

WHILE the capsule curling preparations appear to have dropped sharply from their peak, interest in the business continues in several directions. Evidence of this continued interest was recently revealed by the filing of a suit in the Superior Court of Los Angeles County by the manufacturers of Insta-Curl, who claim to be the originators of the "curls in a capsule" idea, for $1,000,000 against Frances Larson and Louise McMahon, a co-partnership doing business under the firm names of Tintz Co., and Minit Curl, and other individuals. The complaint, which seeks to restrain the defendants from alleged unfair competition, states that Insta-Curl was a new and unique product, that it is the first hair curling preparation to be packaged in powdered form in red capsules, and asks that the defendants be restrained from allegedly imitating the manner in which their product is being packaged and the manner in which the packages are being offered to the public, as well as the method in which it is advertised. General damages of $500,000 and punitive damages of a like amount are asked.

The Marshall Plan and Tariffs

WE HAVE long wondered about the eventual effects of the Marshall Plan upon this country. The goal of the Marshall Plan is to put European nations "on their feet" so that they will become self-supporting. Since they never had and probably never will be able to raise sufficient food for their needs, they must export industrial products to obtain money to buy the food that they must import to sustain themselves. Where are they going to export to establish their industries on a profitable basis? Their natural export market is Eastern Europe, but this is now under Russian control. Therefore, they would naturally look to this hemisphere for a market, but this hemisphere belongs to this country. We had long suspected that once industries in this country started to feel the pinch of European competition and men were thrown out of work as the result of such a condition, pressure would exert itself effectively to do something about our low tariff policy. Now the first leak in the dike is making its appearance.

No less a personage then Democratic Majority Leader of the Senate, Scott W. Lucas, has declared himself in favor of revision of the United States-Swiss commercial treaty in a manner to protect our watch industry. Now the Swiss are concerned about damage to an industry which employs 10 per cent of all Swiss industrial workers and accounts for 22 per cent of Swiss exports by which alone that country lives. The Swiss are surprised that responsible quarters in this country could, after recent experiences with the consequences of the broken down European economies, advocate measures with such disastrous international effects for so little domestic gain. The Swiss are extremely well informed on such facts as that the United States watch industry consists of only three concerns supplying less than one quarter of the United States market, and that the United States collects more in duties on Swiss watches than Switzerland gets for its movements, and that the American consumer has to pay heavy toll in prices to maintain a relatively insignificant American industry.

This is only one of the situations that are bound to arise as Europe "gets on its feet" and starts to compete not only throughout the world but even in our own country for markets in which we hold a real position. What effect this will have on the eventual success of the Marshall Plan, or on the present views of the Administration with reference to our tariff policy has long had us guessing. And we haven't stopped guessing yet by any means.

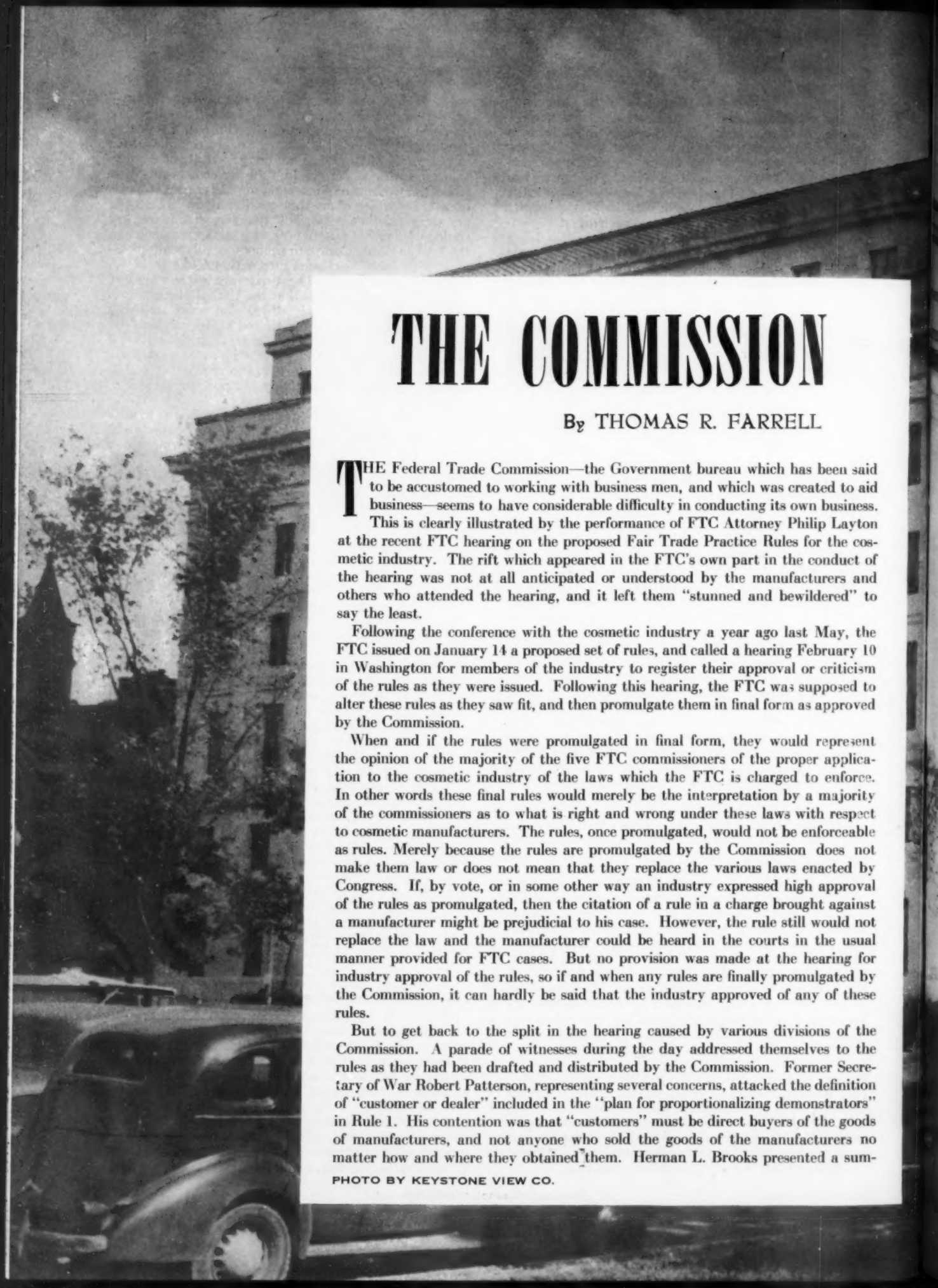
Sickness Insurance Again

WHILE we are informed that compulsory sickness insurance would be financed by a payroll tax of one and one-half per cent paid by both the employee and the employer on salary payments up to $4,800, no one seems to know whether this will cover the cost of the plan or not. We are told by Federal Security Administrator Oscar Ewing that the cost will be $1.40 per week which does work out to $72 a year, and this is one and one-half per cent of $4,800. Nobody is told that he also pays the other $72 in the cost of goods which he buys, but such is the fact and there is no getting away from it.

A recent report from Great Britain tells of the Government asking Parliment for an increase of one-third in its appropriation for the service. The estimate of the service made on its inception nine months ago is short by £58,455,000, or about $233,820,000. The total cost of state medicine for the financial year to March 31 now becomes £208,130,000, or about $822,520,000. The population of Great Britain is about 45 million people, and the population here is something over 140 million. This means that it will cost this country about three times as much as it will cost Great Britain, or about $2,467,560,000. Quite a sizable sum.

Pharmacopoeia Convention Scheduled

THE U. S. Pharmacopoeia Convention is scheduled for Tuesday, May 9, and Wednesday, May 10, 1950 at the Statler Hotel, Washington, D. C. The Convention is held each ten years for the purpose of setting in motion the work of revising the Pharmacopoeia during the ensuing decade. Delegates to the Convention will elect a Committee of Revision consisting of 20 medical members and 40 members from the pharmaceutical and allied professions. They will develop a set of principles to guide the Revision Committee for the decade.



THE COMMISSION

By THOMAS R. FARRELL

THE Federal Trade Commission—the Government bureau which has been said to be accustomed to working with business men, and which was created to aid business—seems to have considerable difficulty in conducting its own business. This is clearly illustrated by the performance of FTC Attorney Philip Layton at the recent FTC hearing on the proposed Fair Trade Practice Rules for the cosmetic industry. The rift which appeared in the FTC's own part in the conduct of the hearing was not at all anticipated or understood by the manufacturers and others who attended the hearing, and it left them "stunned and bewildered" to say the least.

Following the conference with the cosmetic industry a year ago last May, the FTC issued on January 14 a proposed set of rules, and called a hearing February 10 in Washington for members of the industry to register their approval or criticism of the rules as they were issued. Following this hearing, the FTC was supposed to alter these rules as they saw fit, and then promulgate them in final form as approved by the Commission.

When and if the rules were promulgated in final form, they would represent the opinion of the majority of the five FTC commissioners of the proper application to the cosmetic industry of the laws which the FTC is charged to enforce. In other words these final rules would merely be the interpretation by a majority of the commissioners as to what is right and wrong under these laws with respect to cosmetic manufacturers. The rules, once promulgated, would not be enforceable as rules. Merely because the rules are promulgated by the Commission does not make them law or does not mean that they replace the various laws enacted by Congress. If, by vote, or in some other way an industry expressed high approval of the rules as promulgated, then the citation of a rule in a charge brought against a manufacturer might be prejudicial to his case. However, the rule still would not replace the law and the manufacturer could be heard in the courts in the usual manner provided for FTC cases. But no provision was made at the hearing for industry approval of the rules, so if and when any rules are finally promulgated by the Commission, it can hardly be said that the industry approved of any of these rules.

But to get back to the split in the hearing caused by various divisions of the Commission. A parade of witnesses during the day addressed themselves to the rules as they had been drafted and distributed by the Commission. Former Secretary of War Robert Patterson, representing several concerns, attacked the definition of "customer or dealer" included in the "plan for proportionalizing demonstrators" in Rule 1. His contention was that "customers" must be direct buyers of the goods of manufacturers, and not anyone who sold the goods of the manufacturers no matter how and where they obtained them. Herman L. Brooks presented a sum-

PHOTO BY KEYSTONE VIEW CO.

AND COSMETICS

mary worked out by a voluntary committee of the industry of suggestions and clarifications in the rules. Coty President Philip Cortney said that the merchandising plans of his company were in strict accord with the provisions of the Robinson Patman Amendment. He attacked the practice of giving PM's as the only real merchandising evil existent at the present time. Richard Moser, representing Lehn & Fink, suggested that enforced changes in salaries of demonstrators should not be considered as changing the basis of proportionalizing services as the manufacturer at times had no control over increases in salaries due to store policy, seniority rights, union negotiations, etc. Corday President Benson Storfer claimed that PM's are the only available method of defense for small companies against the demonstrator practices of the large companies.

Irving Wolf, of the National Retail Drug Goods Association, wanted no rules since that might establish a pattern which would be extended to practically every other department of the stores of his members which would be disastrous to store operation. George Frates, of the National Association of Retail Druggists favored all the rules except the one in Group 2 covering returned merchandise. Byron Hanna, of the Everdry Corporation defended PM's. Sherwood Silliman, representing Prince Matchabelli, wanted the de minimus provision changed from $100 total sales per year to $75 total allowances per year. Also he claimed that in cooperative advertising where allowances were made to take advantage of local newspaper rates, that should be exempted from the rules. Mr. Blumenthal argued for Revlon Products Corporation that proportionalization allowed on bases other than volume should be permitted, stating that proportionalization on volume alone goes beyond the scope of the Robinson-Patman Amendment and of the Gus Blass case under the Amendment. Miss Kramer, attorney for Helena Rubinstein, claimed that plans A. and B. for proportionalizing demonstrators are illegal as they do not descriminate between Section 2-d and Section 2-e of the Clayton Act. Howard Carter, counsel for Elizabeth Arden stated a belief that the rules would operate to the disadvantage of small retailers as the tendency of manufacturers would be to discontinue selling small retailers.

Toward the close of the day, when these and other witnesses had presented their arguments, it seemed as though the hearing was speedily coming to an end. However, then came one Philip Layton, an attorney of the Commission who proceeded to read into the record what amounted to a complete new set of rules. In other words, Mr. Layton read rules which were so different from those which the Commission had issued as the subject of the hearing, that it appeared as though those who had come there to speak to the rules as issued had just wasted their time. Immediately there was an uproar and a demand for another hearing or at least for an extension of time for the filing of briefs.

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Management and New Products

FROM the standpoint of management new product development must show continual progress. Research must be productive to produce profits. The pharmaceutical manufacturer must obtain a regular flow of new products to maintain a prominent position in a highly competitive economy. To illustrate the importance of new products, one needs only mention the wonder drugs of the war years—the sulfonamides—which in 1949 will do well to obtain one-fifth of the total of their peak output of 10 million pounds in 1943.† While these drugs are still valuable, in the short space of 6 years their production will fall to the approximate level of 1940 as the result of displacement by new products—notably penicillin and streptomycin.

In the antibiotic field we have seen in 1948 very radical changes; first, the introduction of procaine penicillin, and later, the introduction of procaine penicillin with aluminum monostearate; also the development of procaine penicillin suspensions. The significance of these developments is shown by the recent report from the Food & Drug Administration that procaine penicillin products now account for approximately 66 2/3 per cent of the total penicillin production certified for use in the U.S.A.

Other antibiotics on the march may cut heavily into demand not only for the sulfa drugs and penicillin, but also for vaccines, and biologicals. These are chloromycetin and aureomycin which show activity against viruses, and bacitracin, and gramicidin which have valuable indications for surface or non-systemic infections. It seems entirely reasonable to say that in 1949 more than half of the total consumer dollars paid out for medicinal products will be filled by vitamins, hormones, sulfonamides, penicillin, streptomycin, and the newer antibiotics, the larger portion of which were introduced commercially within the last 10 years.

New products can be procured in several ways:

First: From bulk suppliers who must provide the research for their discovery and development.

Second: From one's own Research Department.

Third: From outside research workers stemming from university or private laboratories or from publicly supported research work.

With some exceptions, the products obtained from bulk suppliers are or will shortly become highly competitive items rather than individual company specialties. Of course, the bulk products which one obtains frequently constitute the principal active ingredient of one's company specialties, but they also usually require time consuming special formulation and pharmaceutical development before the specialty items result. Chemical research workers are prone to regard the development of a pharmaceutical preparation from readily available bulk substances which are obtained from outside sources as lacking sufficient dignity to warrant classification as new products, but it should be said from the standpoint of management, pharmaceutical research or development can and frequently does provide new products which are novel, which fill the needs of the medical profession, and which are profitable to one's company. Do not think of new products only in terms of some new chemical substance springing from one's own research laboratory. It is not more research that industry needs today so much as increased application of what is already known.

The second and third sources of new product development are the sources to which all look with hope. These are one's own laboratories and the independent researchers whose work is supported by one's company or who offer industry new products under licenses. These are usually university workers. A complete research organization is a luxury which no pharmaceutical manufacturer can afford unless it is productive of new products, and the chances of productivity are increased if a close liaison is maintained between research and management. A commercial scientific worker may wish to pursue some challenging scientific problem which is basic and might lead to the Nobel prize, if successful. The chance of hitting the jackpot in such a project is usually very remote. Management must say whether it has the time, facilities and money for such a project, and ordinarily it is better for the average firm whose facilities are limited to leave the Nobel prizes to the university workers, and to direct its research along practical lines which are less revolutionary and more certain of achievement.

The chief problem which management faces is to coordinate research with development and sales activities. The products of the division which "creates" new substances, whether by chemical synthesis, extraction from natural substances or biological processes, must be directed along lines which will have commercial significance as well as scientific importance.

The mangerial task is to coordinate diverse activities of which the following are typical:

1. Discovery of new basic substances.
2. Screening of the new substances in the pharmacological laboratories.
3. Clinical evaluation of the new product.
4. Determination of the pharmaceutical presentation or form of the new product.

*President, Schering Corporation. Delivered Eastern Section, A.P.M.A. Feb. 7.
†Industry Report, Chemicals and Drugs, U. S. Dept. of Commerce, Chemical Division, Washington, D.C., Jan. 1949. Page 55.

5. Procurement of patent protection and formulation of a licensing or bulk selling policy.
6. Determination to market the product which involves
   (a) surveying the potential market;
   (b) obtaining Food and Drug Administration acceptance;
   (c) setting up facilities for manufacture;
   (d) estimating probable sales;
   (e) determination of quantities to be manufactured initially and procuring necessary raw materials;
   (f) establishing costs and selling price and determining the established products with which the new product will compete—in other words, focusing upon the known competition.
7. Timing release of scientific reports and arranging for introductory promotion and publicity.

The managerial effort must be directed to securing the following result:

1. The new product must be developed while there is an available market. To illustrate, let me refer to the antihistaminics. In 1945 the market was

By FRANCIS C. BROWN*

hungry for these products. Any reasonably efficacious product could have captured the market. In 1946 two good products were introduced, and they did capture the market. In 1947 and 1948 more products followed which secured a part of the market. Today the market is flooded with products, several of which are very good. Is there room for another? Not unless it is markedly superior to the others or some unique method of marketing is adopted. Variations have proved useful in meeting the individual tolerances of the patient, but the saturation point is near. The chemist who finds his work interrupted by an urgent request to produce a product for a specified use must be told that *time* may explain the difference between scientific success and commercial failure. Failure may be the fault of the calendar rather than the Sales Department.

2. The medical director must be brought into the discussion of new products early. A careful medical director is reluctant to offer a new substance to clinicians until he is fully satisfied as to the pharmacology of the product. It is easy to lose six months or a year's time because the program for pharmacological testing, after the initial screening, has failed to cover to a physician's satisfaction some of the chronic toxicity tests or histological studies which the physician feels to be necessary to prove the product safe for human use.
3. Publication of reports usually is controlled until the field has been thoroughly explored, and this frequently cannot be determined until the pharmacology of the product is known. Scientific workers are entitled to make the results of their work known to the world, particularly where products of far reaching importance to mankind are involved. On the other hand, where one's company is investing heavily in research, business prudence dictates that publications of workers in different fields be timed to obtain the maximum promotional advantages and to protect against losing valuable patent rights. Premature publication may destroy patent protection in fields which become important after the pharmacology of the product is known, and may also impair foreign patent rights.
4. The determination to market a new product requires a number of important executive decisions. In the first place estimates of the sales department are in many instances mere guesses. They have little means for gauging the size of the market for a new product which may have uses not known at the time of introduction, and no way of forecasting general economic conditions or what the competition will do. If they overestimate the market, they will be blamed for the inventory carry over. Therefore, they are inclined to underestimate, because it's the safer procedure. If the sales exceed estimates, the sales staff always point with pride at the excellence of their results. If sales go on back order, the sales department can "needle" production about the delay. Therefore, management must make the final decisions, determining in the light of sales estimates, the enthusiasm of independent clinical workers, and the time factor involved in manufacture, how much to manufacture, and give necessary authority to procurement to buy raw materials and to production to produce.
5. The timing of each development is of the utmost importance. The product must be introduced while the market is hungry for it, or at least, able to swallow it and we must have reliable medical reports to furnish the necessary background for promotional effort. It is not good timing to get out a good antihistamine in the middle of winter or a good pneumonia remedy in the middle of summer. Nor is it of much help to the sales department in its initial introduction of a product to secure publication of a glowing clinical report six months after the scheduled presentation of the product to the market. It will help subsequent sales, but it leaves the promotional department high and dry in preparing the initial advertising literature and in laying out the detailing approach.

There are a few tools which can be resorted to by management to secure results. The ones which seem apparent are:

(*Continued on page 381*)

DEPILATORIES IN REVIEW

By THOMAS CIFELLI, Jr.

BETTMANN ARCHIVE

BECAUSE of the interest shown in the partial review of the United States patents issued on Anti-Perspirants which appeared in the February 1947 issue of this journal, it is thought that a review of the patents issued by the United States Patent Office in the depilatory art will likewise prove to be of general interest. This should prove to be all the more the case inasmuch as the review of the patents in the depilatory art is believed to be substantially complete, covering all patents granted by the U. S. Patent Office in this field. The present review, however, does not take into consideration any patents dealing with non-cosmetic depilatories, for example those patents involving the unhairing of hides and skins. Cosmetic depilatories involve considerably more than merely removing hair from the hides or skins of dead animals, as was fully recognized by the courts which considered the Evans and McDonough patent, U. S. 2,352,524.

In addition to this patent review of cosmetic depilatories showing the chronological development of the art it is hoped that it will be of special value to those who are working in the field and who may wish to consider whether their work is of possible patentable nature or perhaps involves infringement of unexpired patents. For this reason a brief abstract of all of the patents will be given and, as regards those patents which still are in effect as legal monopolies, a representative claim will be given. Of course, while every effort has been made to make this review complete and accurate no guarantees of any kind can be made and it would seem to be prudent for anyone who has any patent questions in this field to refer them to his patent attorney or agent.

U.S. 330,715, issued November 17, 1885, for Composition for Removing Hair, assigned to the S. R. Kennedy Manufacturing Company.

This patent discloses the use as a depilating agent of barium polysulphide, preferably prepared by roasting together barium carbonate and sulphur and sodium carbonate. The depilatory is made up in the form of tablets which are coated with a moisture-proof varnish or paraffin wax in order to exclude oxidizing materials.

The composition is said to improve and promote the growth of the roots of the hair.

U.S. 330,716, issued November 17, 1885, for Tablet for Use in Removing Hair, assigned to The S. R. Kennedy Manufacturing Company.

This is similar to U. S. 330,715 and its teaching is directed primarily to the protective coating around the tablet.

U.S. 330,790, issued November 17, 1885, for Method of Removing Hair as a Substitute for Shaving, assigned to the S. R. Kennedy Manufacturing Company.

The idea of this patent is to use a protective coating on the skin before applying the depilatory, in order to

prevent irritation of the skin and injury to or destruction of the roots of the hair while the depilatory is working.

A very thin film of protective material adapted to keep the chemical or compound used as the depilatory away from the skin during the short time that it is necessary for the exposed hair to be properly acted upon and destroyed is first applied. For this purpose, collodion, petroleum jelly or paraffin refuse can be used, as also can gelatine and albumen.

U.S. 450,032, issued April 7, 1891, for Depilating Composition to Jacques Perl.

According to this patent the sulphureted derivatives of strontium in any of their chemical forms—viz., the monosulphide, the polysulphide, and the sulphhydrates are non-poisonous depilating agents, the monosulphide being the most advantageous.

Certain precautions are given in connection with the use and preparation of the strontium depilating agents. It is noted that the efficacy of the preparation increases with the fineness. Also, as the pure strontic monosulphide acts very strongly it should be diluted with suitable attenuants, for example fossil meal and calcium carbonate (precipitated).

U.S. 499,134, issued June 6, 1893, for Soap for Removing Hair from the Skin to Jacob Mellinger.

This is the first U. S. patent which contemplates the use of a depilatory in soap form and discloses the use of "natrium sulphide hydrate" as the hair-removing agent.

The method of using the soap consists of applying it by a brush or a cloth to the face to produce a thick lather which is allowed to remain on the skin for a few minutes, from two to five minutes, after which the lather and hair are said to be readily and effectually removed by merely washing the skin with cool water.

U.S. 707,953,-4,-5, all issued August 26, 1902, for Depilating Compound and Process to Horace S. Blinn.

U.S. 707,953

This patent deals not only with the removal of superfluous growths of hair from the human body but also proposes to "kill the roots to prevent subsequent growth of hair, but without injuring the skin." The hair killing ingredient is powdered hyposulfite of soda.

U.S. 707,954

This is similar to U. S. 707,953 but instead of applying one composition which both removes the hair and stops further hair growth, this particular patent utilizes two compositions—the first to remove the hair and the second to prevent further growth. The composition utilized for the latter purpose is a paste consisting of sulfur and hyposulfite of soda mixed with oil of turpentine.

U.S. 707,955

This patent is similar to U.S. 707,954 but claims as a new composition the mixture of sulfur, hyposulfite of soda and oil of turpentine.

U.S. 949,925, issued February 22, 1910, for Composition of Matter to be Used for the Removal of Superfluous Hair, assigned to the Hardinge Company.

This patent deals with what we might call a hair-pulling composition which comprises the following ingredients:

Oil of skunk	**1 part**
Oil of Eucalyptus	**1 part**
Oil of bergamot	**2 parts**
Gum camphor	**3 parts**
Burgundy-pitch	**4 parts**
Beeswax	**20 parts**
Rosin	**69 parts**

The composition is mixed by heating and stirring and is molded into bars which are heated before being applied to the part to be treated. After cooling the bar is jerked from the skin thereby removing the hair.

By the use of this composition "the superfluous hair is speedily removed without hardly any pain and without injury to the most delicate skin." At least, that is what the patent itself says.

U.S. 1,379,855, issued May 31, 1921 for Cream Depilatory to Joseph Donner.

This patent marks a milestone in the cosmetic depilatory art. Donner not only was the first to disclose a depilatory in cream form but his claims which were extremely broad were upheld in litigation. See Joseph Donner v. Sheer Pharmacal Corporation, reported at 17 U.S. Patents Quarterly 117.

Essentially Donner's invention involved the preparation of a depilatory in the form of a cream or paste by the incorporation of a depilating agent in an air-restraining base in such a manner that the finished depilatory was permanent and stable and could be applied directly to the skin for the removal of hair with facility and safety. Depilatories before Donner came into the picture were in the form of powders, liquids or lotions, whose application was attended with inconvenience and waste. What Donner did was to show how a common liquid depilatory could be converted into a stable cream depilatory. By combining the old method of creating a depilating liquid or lotion with a colloid-like substance, Donner produced a process of incorporating the depilating liquid into a creamy mass which did break down or separate, but which preserved the effectiveness of the depilating agent and did away with the obvious defects of such depilatories as were then known to the art.

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NEW PRODUCT PROBLEMS

By DR. D. K. KITCHEN*

ACCORDING to the U. S. Bureau of Vital Statistics of 1947, the largest cause of death was diseases of the heart with total deaths of 460,000 which is at the rate of 321.2 per 100,000 population. Next was cancer and other malignancies with 189,811 deaths or a rate of 132.4. Number three was intracranial lesions of vascular origin with 131,039 deaths or a rate of 91.4; then nephritis, acute and chronic, with 80,288 deaths with a rate of 56.0. Pneumonia and influenza caused 61,836 deaths for a rate of 43.1; tuberculosis, 48,064 deaths or a rate of 33.5; and diabetes, 37,315 deaths for a rate of 26.2.

A perusal of the above will illustrate the urgent need for remedial agents that we do not have at this time, despite the golden period of specific therapeutic substances in which we have lived for the past decade. The list will also disclose that we do not possess a single specific drug which can be relied upon greatly to alter the highest of these mortality figures. Millions of dollars are being appropriated and collected for the investigation of these deadly diseases, often, I am afraid, without due consideration for the proper research and developmental design necessary to shorten the quest for specific products.

In any plan and policy for the development of new products, an early consideration should be given the therapeutic fields of greatest need, or those poorest equipped product-wise. While we have advanced markedly in the production of specific antibacterial agents, there still remains many infecting organisms not covered by the available chemotherapeutic and antibiotic agents. Specific antiviral agents are still to be discovered. It is felt by many that the next truly large volume antibiotic will be one more satisfactory for the treatment of tuberculosis than streptomycin. It is interesting to note that aside from the field of infection and particularly within the realm of drugs desired for certain pharmacodynamic effects, that we still have much room for improvement on existing agents in any number of instances. The ideal antispasmodic has not been discovered and the same statement is equally true as it pertains to an ideal group of cardiac drugs, as well as desirable agents to ideally affect renal function. During the past 2 years the market has become literally glutted with antihistaminic agents and we have not as yet produced the ideal drug in this classification. These are but a few of the fields that still offer great encouragement to product development and thought should be given them before decisions are made to work in some of the fields that are adequately equipped product-wise. In any event one should give consideration to the chances for fruition of a given effort since in many instances some of the extremely long-ranged and highly expensive researches can better be borne by foundations or agencies other than business concerns. Obviously this is not meant to imply that our industry is not without responsibility in planning and underwriting selected fundamental research projects. A company decision as to the extent to which this should and can be done depends on many individual factors, not the least of which has an important connection with the financial statement. Perhaps at this time it will be well to consider roughly the numbers of new products which were marketed during the year 1948, and some of the respective companies which developed them. The following includes only a few companies in our industry and the numbers of products indicated are approximate:

Bristol Laboratories Inc.	8
Upjohn Company	33

*Medical Director Bristol Labs., Inc. Read before the American Pharmaceutical Manufacturers' Association, Eastern Section, February 7, 1949.

Abbott Laboratories	19
Eli Lilly and Company	28
Sharpe and Dohme	21
Parke, Davis & Company	16
Schering Corporation	11
Wyeth Incorporated	14
Lederle	9
Squibb	6
Ciba	10
Winthrop Stearns	4

As quoted from *Chain Store Age*, December 1948, page 60, the following products and dosage forms were introduced in 1948:

Dose—Forms

Tablets	157
Parenterals	106
Liquids	63
Ointments, etc.	33
Capsules	22
Powders	13
Suppositories	7
Lozenges, Troches	7
Nasals	4
Misc.	13

Pharmaceuticals

Vitamins	53
Antianemics	52
Penicillins	36
Sulfas	32
Estrogens	31
Analgesics	24
Antihistaminics	15
Rutins	13
Androgens	13
Misc.	157

It is interesting to note that among new pharmaceutical products of 1948, many old and well-known drugs continued to make their appearance. I doubt that many of these will every justify the time, effort and expense which the producer expended in developing them, unless an unusual new dosage form might have been involved. Proper product development planning would recognize that many of these fields are overcrowded and offer little hope for another "me too" type of product.

We often hear such a remark as, "This particular market amounts to $50,000,000 a year; therefore, if we can command 1 per cent, etc. etc." This type of reasoning represents a common pitfall in the list of factors governing a decision to market a new product. The fact that a market may amount to $50,000,000 may mean little so far as a given company's chances are concerned for garnering even a small amount of this business. This is often true when a new company attempts to break into a long well established market that is covered by satisfactory products. As an example, the total vitamin sales for the year 1948 might conceivably be around $200,000,000 but this does not mean that any company chosen at random can successfully enter this field with conventional products. Hormones, vitamins, barbiturates and germicides are only a few of the fields which would be very difficult to profitably enter at this date with anything similar to conventional products.

Many papers and books have been written in recent times on the subject of drug development and most of them have followed a rather conventional pattern of discussion. Most handle ably the subject of product development from the standpoint of individual departmental authorities, but it has been only recently that a book has appeared which tends to discuss the matter of the technical *integration of departmental efforts* in greater detail. This work entitled, "Development Schedule of New Drug Products," by Paul de Haen is recommended. Mr. de Haen has attempted, by the fabrication of departmental administration forms and charts, to focus attention of the various "must" steps in development required from each department in order to prevent the frequent "bog down" in the matter of integration. Such a system, as de Haen points out, can readily be modified if necessary to suit the needs of any particular company. *The significant and important point is that the order of events leading from the inception of the idea to the distribution of the finished product requires constant administration and liason, or else much time will ne expended and lost before the final appearance of the product as an article of commerce.* The sales director will tell you that this timing often means initial success or failure.

One of the leading obstacles in the launching of the development of a product has its origin in the early stages of new product planning. I am prone to agree with others who have cast doubt on the value of the committee particularly for this purpose since in the inception stage usually "Everybody's business is nobody's business." One has only to peruse the minutes of his company's product development committee or

(*Continued on page 379*)

COSMETICS Functions and Formulations

NAIL LACQUERS Part I

By HARRY HILFER

MANICURE preparations have been an important feature in cosmetics because of the emphasis that has always been placed on good hand grooming. As far as enhancing the appearance of the nails has been concerned, greater emphasis has been placed on the appearance of the nails recently than ever before. What originally had started as a buffering to make the nails appear shinier than was normal progressed to the application of a coating which increased the appearance of brilliance and then came the colored lacquers which are now currently prevalent.

The formulation and manufacture of these preparations, peculiarly enough, are not encompassed by men with cosmetic backgrounds but by manufacturers of industrial lacquers, whose experience has been with lacquer problems in general. I do not know offhand of a single cosmetic company which actually manufactures —except for possible incorporation of pigments—the lacquers it packages and distributes under its own label. This statement is not being made in an attempt at derision, but rather to point out that a good nail lacquer is usually better handled by lacquer manufacturers than by cosmetic manufacturers who are somewhat removed from this field.

In the formulation of a good nail lacquer, therefore, the same rules should be observed as are in use in the manufacture of a good furniture lacquer, with special consideration given to the base to which it is to be applied. The nail lacquer will therefore consist of a nitrocellulose or perhaps others cellulose esters, such as cellulose acetate or cellulose acetate butyrate, plasticizers, resins and solvents. In addition, there is of course the color pigments and opacifiers such as titanium oxide. None of the various classifications listed need be composed of a single substance—as a matter of fact it is probably better if it were composed of several since the combined properties represented would probably offer a greater possibility of fulfilling desired functions than would only one. These major classifications represent the physical makeup of a nail lacquer and each has its special function. The cotton is of course the base, chosen because it has a high luster when allowed to dry from solution and because it is naturally a good adherent to surfaces such as the nail. Nitrocellulose still enjoys greater popularity than do the more recent materials such as cellulose acetate or cellulose acetate butyrate or the cellulose ethers.

Cellulose nitrate is available in different degrees of nitration which has an important effect on the viscosity of its solutions. The choice of the proper nitrocellulose would depend on desired viscosity, which would be a determining factor in the final film thickness desired.

The resins serve a dual function, primarily to increase the adhesiveness of the lacquer film to the surface and also to further enhance the luster imparted by the cotton. There was a period when dammar was in almost universal use but this has largely been replaced by synthetic resin, the number of which are legion.

The plasticizers serve as a means of overcoming any tendency towards brittleness due to the cotton and resins. All these materials should be naturally soluble in each other in the relative concentrations in which they are present, since any insoluble material would make itself apparent by an immediate dulling of the film. Since there are many substances which may be soluble in a combination of cotton and plasticizer in a 10 per cent concentration but not at 20 per cent, their use is possible if they are possessed of a desired qualification but only at the maximum compatible concentration. The classic plasticizer in nail lacquers is perhaps di butyl phthalate, but it is by no means the only possible one. Tri cresyl phosphate and castor oil among

others are also in use. Plasticizers have in common an ability to form solutions in nitrocellulose with subsequent softening of the film.

The colors chosen are limited by law to certified colors and those used are insoluble pigments. If further opacity is desired in the film, titanium oxide is also used. Their method of incorporation varies but usually incorporation is accomplished by first grinding with the plasticizers and resins and then incorporated in the cotton solution. Such a procedure is more likely to keep the pigments in suspension for a greater period of time.

Perhaps the most important components of a lacquer are the solvents. By proper choice of solvents it is possible to achieve effects not otherwise possible and which have a decided effect on the final general properties of the film. If we consider how a nail lacquer is applied and what it is expected to do immediately after application, we may be able to have some idea of the formulation insofar as the solvent portion is concerned. The consumer would like to have the applied film dry as soon after application as possible so that she could start using her hands again. As far as she is concerned a low boiling solvent such as acetone would be ideal. However, there are some physical drawbacks to the use of solvents of such low boiling points. Too rapid evaporation causes the base from which the evaporation is taking place to cool to such an extent that atmospheric moisture would condense in its immediate vicinity. The introduction of moisture at this stage would cause many of the residual components to precipitate from the system causing a low in lustre of the film and a low in adhesiveness. Butyl acetate is an ideal solvent but has a high boiling point. Its use by itself may therefore prolong the drying period to a point which would be too great for the user. Ethyl acetate by itself however suffers to a lesser degree from the defects inherent in acetone. In practice a mixture of the two is usually used to make up the bulk of the solvent. There are many others in common use, however, and one whose use is increasing is methyl ethyl ketone.

A study of the mechanics of the drying of a lacquer film will reveal that at a point during this period a gelation takes place and that at this point the film, though not entirely free of solvent, may be touched without marring its surface. Since the film is usually more perfect if it were allowed to dry at as slow a rate as possible, the gelation factor is taken advantage of because during this period we have a perfect combination of forces which would enable the user to use her fingers while the lacquer is drying at a slow enough rate to insure a good satisfactory film. The gelation of lacquers during drying is taken advantage of commercially in much the same manner. Indeed, there are patents issued which point out methods of easy application and drying dependent on quick gelation.

The solvents contained in the lacquers may be chosen with the time in which gelation is to start in mind. The introduction of a small amount of an aromatic hydrocarbon such as toluene or xylene greatly enhances this function. However, it is possible to obtain a gelation within a convenient time interval after application, with the esters and ketones alone.

All the substances used in a lacquer formulation are inter-dependent. During the entire drying period they must all be in the same solution state or there would be irregularities in the film. The volatilization curves of these mixtures must therefore be carefully studied so that there will be no point at which the solvent mixture will cause any one of the gums or the cotton to precipitate. If it can be so visualized, the system should always be a solution or a clear gel until the last traces of solvents evaporate. This remains true even after gelation has taken place and some manufacturers insure the complete solubility by the addition of a small amount of a high boiling solvent which will remain after the complete evaporation of the xylene or toluene, but at so low a concentration as compared to the now volatile constituents that the gel would remain unchanged. Such a precaution will assure complete drying with all components in an equal state of solution. The film even after thorough drying still is a solution, since only in this state could it possess the desirable high luster which is expected of it.

There are no fast rules governing the relative amounts of cotton plasticizer and resin used in a lacquer. Perhaps it could be explained that the addition of the pigments is usually made in addition to all the other components and the non-volatile portion of the lacquer is usually in the neighborhood of 20 per cent. With the introduction of the large number of new synthetic resins, it is becoming increasingly more difficult to draw a line between the function of the resin and the cotton. Therefore, all the functions given for the various substances must be regarded as being fairly elastic. Plasticizers are usually classified as hard and soft plasticizers, dibutyl phthalate being an example of the soft and camphor of the hard.

Since the appearance of the package is of equal importance in cosmetic sales as is its contents, the proper choice of a bottle should be carefully considered. Since the particles of suspended materials are not of equal size, the larger particles may attain dimensions which would cause them to drop from suspension after a relatively short period of time. If this fact is recognized and no attempt made to correct it, bottles having a base narrower than any of its other parts, would show this defect to a greater degree because the settling particles would become apparent along the sloping walls. The ideal bottle would be one where the base is broadest and in which the sides taper to a relatively small neck. However, settling could be reduced to an infinitesimal amount by thorough grinding of the particles to a uniform small size where the particles are all small enough to attain colloidal dispersion properties.

This has become a very real problem since the current fashion has drifted from the relatively transparent to the opaque lacquers causing increasingly larger amounts

(*Continued on page 384*)

Part III

This is the third of a series of three articles.

Illustration shows a fifteen tray atmospheric drying oven. Photo courtesy of F. J. Stokes Machine Co., Philadelphia.

The Art of Coating Tablets

By T. R. ROWELL

Enteric Coating and Waterproofing

Because the processes are closely related, this chapter will deal with two procedures. The first is that of "water-proofing" tablets of hygroscopic materials before subcoating. The second is enteric coating.

The first procedure is necessary in coating hygroscopic materials such as liver concentrates, brewers yeast extracts, salts of theobromine, etc. These substances have a great affinity for water and are very apt to absorb water from the gelatin subcoating solution This moisture later is liable to cause the tablet to swell and crack. Moreover, the moisture would eventually work out through the coating and cause discoloration and a generally unsatisfactory product.

There are several methods of safeguarding against this undesired absorption. One involves the treating the tablets with an edible fixed oil such as pure peanut, corn or raw linseed oils. The oil may be applied in small quantities to the rolling tablets using care so as not to apply too much, yet being assured that the tablets are evenly glazed. Too much oil will discolor the finished tablets.

Another method is to take a tablespoonful of one of the above mentioned oils and mix with it by hand enough powdered cornstarch to form a ball. This ball is allowed to roll with the tablets until they have been evenly coated with oil. This ball will, of course, quickly break up and the resulting particles may be

easily collected from the back of the pan. After this procedure as well as the first above suggested, have been completed, subcoating may be continued in the regular manner.

A third method is to use either powdered calcined magnesia or powdered acacia as the dusting powder in the first three or four subcoating operations. It is quite important that a slight excess of these powders be used to assure complete absorption of the water from the subcoating solution application. After these three or four subcoats, it is necessary that the tablets be dried in trays, returned to the coating pan and subcoated in the regular manner. Here, too, it is necessary that the operator be assured of dry tablets after each coat. It is usually an advisable procedure to closely check the tablets at the conclusion of subcoating, in any instance, for moist centers and coatings. Then, if there is any doubt concerning their dryness, the tablets should be dried in an atmospheric oven at about 100°F. over night. The tablets may then be finished in the regular manner.

The second principal procedure with which we now deal is enteric coating. Tablets are enteric coated for the purpose of delaying the assimilation of the tablet until it has passed through the normally acid-containing stomach into the normally alkaline intestinal fluids. This delayed absorption may be desired for a number of reasons. Chief among these are: (1) For medicines which should arrive in the intestines in a concentrated form such as vermifuges, alkali, etc. (2) Medicines which may cause an irritation to the mucous membrane of the stomach. These include salicylic acid, ferrous salts, quinine compounds, etc. (3) Medicines which are incompatible or rendered inactive by the gastric juices, and (4) Medicines which can hazard normal digestion by forming insoluble precipitates with stomach liquids.

There has been a great deal of difference of opinion in the process of enteric coating, principally as to the material to be used. Until quite recently white, arsenic-free shellac was quite widely used as an enteric coating agent. On one hand Bukey and Rhodes in a paper published in the Journal of the American Pharmaceutical Association in 1935 state that such shellac had absolutely no value as an enteric agent. On the other hand, in an extensive but unpublished study at the Philadelphia College of Pharmacy and Science it was demonstrated and thoroughly checked by X-Ray tests, covering several years that sufficient coats of shellac gave almost perfect results as an enteric agent.

While there are a number of varied procedures and agents used in enteric coating, this text will deal with but three. By following the instructions closely, the processes are not difficult to perform.

The first deals with the arsenic-free shellac solution, a procedure still recommended by many. The solution has the following formula:

Shellac Solution

Pharmaceutical Glaze (Arsenic-free shellac)	**6 pounds**
Denatured Alcohol (35A)	**1 gallon**

Simply mix. Agitate well before using.

Before applying the above, it is recommended that two subcoats be given in the usual manner. When the second subcoat has completely dried, apply a sufficient quantity of the shellac solution to uniformly cover the tablets. The tablets should be stirred rapidly by hand to spread the solution and prevent the tablets from sticking together. They should be allowed to roll for several minutes and when they begin to stick to the back of the pan, a small quantity of talc should be sprinkled on and mixed in well. Only enough talc should be added to prevent the tablets from sticking together. Then when they are rolling freely, cold air may be blown on them for a few minutes. Warm air may then be used to hasten drying but it should be followed by cold air as the next shellac coat *should not be added until the tablets are cool.* Approximately seven or eight such coats are usually necessary to withstand the usual action of the stomach juices. The actual number of coats required can easily be determined by testing with N/10 hydrochloric acid or synthetic gastric juice.

A second method of enteric coating is also quite widely used but is a bit more extended and complicated. This process employs two solutions, the formulae for which are the following:

Enteric Coating Solution No. 1	
Cetyl Alcohol	**1.8 pounds**
Sandarac	**4.8 pounds**
Alcohol 23-A	**8.1 pounds**

Enteric Coating Solution No. 2	
Balsam of Tolu	**12.5 pounds**
Acetone	**6.25 pounds**

Heat on water or steam bath until dissolved.

DIRECTIONS: Apply two subcoats in the usual manner and then apply Solution No. 1 until all the tablets are uniformly covered. When tacky dust with subcoating dusting powder. Keep tablets rolling until dry using warm air to hasten drying. When dry apply enough Solution No. 2 to cover the tablets uniformly. When tacky again dust with subcoating dusting powder and dry as before. When fairly dry remove from pan and spread on trays and dry in atmospheric oven overnight at about 100°F. Repeat the same above procedure the next day and again dry overnight. Repeat again for the third time until three complete coatings have been applied. Then proceed with the usual subcoating.

The third method* involves a procedure which is the result of an extensive research at the University of Iowa College of Pharmacy in the school year of 1941-42. In this work it was found that it was possible to prepare a coating of satisfactory fatty acids which would resist the action of the gastric juice for as long as a period of ten hours. It was also found that tablets thus coated disintegrated quickly upon passing into the intestinal tract no matter whether the fluid is

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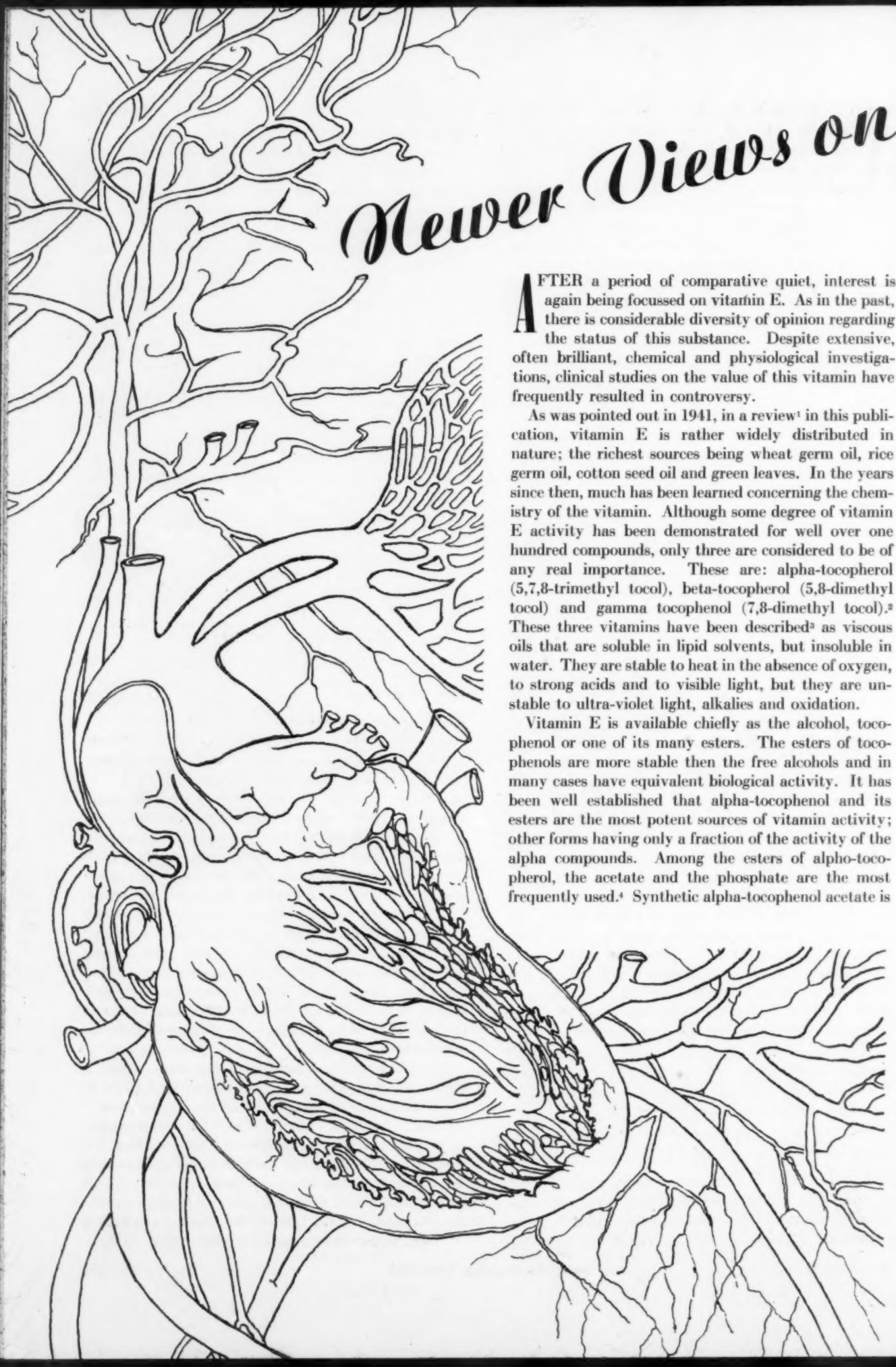

Newer Views on

AFTER a period of comparative quiet, interest is again being focussed on vitamin E. As in the past, there is considerable diversity of opinion regarding the status of this substance. Despite extensive, often brilliant, chemical and physiological investigations, clinical studies on the value of this vitamin have frequently resulted in controversy.

As was pointed out in 1941, in a review[1] in this publication, vitamin E is rather widely distributed in nature; the richest sources being wheat germ oil, rice germ oil, cotton seed oil and green leaves. In the years since then, much has been learned concerning the chemistry of the vitamin. Although some degree of vitamin E activity has been demonstrated for well over one hundred compounds, only three are considered to be of any real importance. These are: alpha-tocopherol (5,7,8-trimethyl tocol), beta-tocopherol (5,8-dimethyl tocol) and gamma tocophenol (7,8-dimethyl tocol).[2] These three vitamins have been described[3] as viscous oils that are soluble in lipid solvents, but insoluble in water. They are stable to heat in the absence of oxygen, to strong acids and to visible light, but they are unstable to ultra-violet light, alkalies and oxidation.

Vitamin E is available chiefly as the alcohol, tocophenol or one of its many esters. The esters of tocophenols are more stable then the free alcohols and in many cases have equivalent biological activity. It has been well established that alpha-tocophenol and its esters are the most potent sources of vitamin activity; other forms having only a fraction of the activity of the alpha compounds. Among the esters of alpho-tocopherol, the acetate and the phosphate are the most frequently used.[4] Synthetic alpha-tocophenol acetate is

VITAMIN E

By M. A. LESSER

available and is often preferred, especially in tablet manufacture, because of its greater stability. Recently a patent[5] has been granted on the synthesis of various salts of tocopheryl phosphoric acid esters.

Although vitamin E had long been used in laboratory and clinical studies, it was not until late in 1941 that an International Standard for this factor was proposed.[6] As noted by Kehler,[7] it has been recommended by the members of the International Vitamins Standardization Conference that synthetic racemic alpha-tocophenol acetate shall be adopted as the International Standard for vitamin E. The International Unit has been defined as the vitamin E activity of 1 mg. of the Standard Preparation. The strength of the Standard Solution is such that 1 Gm. contains 10 International Units or 10 mg. of alpha-tocophenol acetate. Bio-assay methods for the determination of vitamin E activity are well established. Improved procedures have been developed recently by which foods can be chemically assayed for their vitamin E content.[8]

Most of the information on the nutritional value and physiological importance of vitamin E has been obtained from studies on laboratory animals. In certain of these animals, this factor is essential for normal reproduction. In addition to the part they play in promoting successful reproduction, research workers have demonstrated other functions for the tocophenols. As summarized by Harris,[9] in rats or other experimental animals vitamin E deficiency causes: (a) reproductive failure, due in the female to resorption of the fetuses during gestation, and in the male to degeneration of the germ cell; (b) muscular dystrophy; (c) degeneration of muscle fibers, leading to discoloration of the uterus and other tissues; (d) degeneration of the epithelium of the convoluted tubules of the kidney; (e) an "exudative diathesis;" and (f) dental depigmentation.

An important observation arising out of animal studies and chemical investigations is the status of vitamin E as a powerful biological antioxidant. As such it protects the easily oxidizable fatty or fat-soluble substances, including vitamin A, carotene and unsaturated fatty acids. It works not only in the test tube, but apparently also functions in the living organism—in the intestinal tract and beyond it, in the living tissues.[9] Vitamin E is found wherever fat is undergoing metabolic change in nature and the stability of natural fats may largely depend upon its presence.[4]

There is considerable evidence that vitamin E protects vitamin A and carotene against oxidation. In addition to this effect there are indications that vitamin E plays other important roles in the utilization of vitamin A. Jensen,[10] for example, found that rats, placed on a diet inadequate in vitamin A, showed an average weight increase of 64 Gm. over a forty-eight day period. However, 67 per cent of these animals developed gastric ulcers during this period. By adding 0.5 mg. of tocophenol daily to this deficient diet, the average gain in body weight was increased to 79 Gm. and the incidence of gastric ulcer was reduced to zero.

Of kindred interest are the findings of Harris and his associates.[11] Their experiments on rats revealed that vitamin E prevents ulcers of the stomach induced by deficiencies of vitamin A, pyridoxine, or essential fatty acids. They found that the addition of vitamin A to a diet deficient in vitamins A and E for two weeks did not prevent the formation of ulcers. However, no

ulcers developed in the stomachs of the rats which received alpha-tocophenol. It is believed that tocophenol is effective in preventing the formation of ulcers because of its vitamin A—sparing action.

The importance of vitamin E in human nutrition is in many respects still obscure and requires further elucidation. As remarked recently in an editorial[12] in the *British Medical Journal*, "Although so much is known of the chemistry of vitamin E, and of the effects of its deficiency in various animals, evidence that it is required by human beings is still inconclusive." Similarly Burke and Stuart[13] have remarked that this vitamin has never proved to be essential to man and the possibility of deficiency in the human diet is considered remote. Several years ago, Henschel[14] observed that it is probably safe to assume that the average diet contains sufficient vitamin E to fill most human needs.

In considering these observations, it should be noted that vitamin E is not always administered as a form of replacement therapy to remedy a deficiency. Rather, it is often employed as a drug, with the size of the dose playing a prominent role in spelling the difference between success or failure of treatment. As stressed by the Shutes and Vogelsang,[15] leaders in vitamin E research, large, adequate doses of tocophenol and sufficiently long periods of treatment are essential for good results in certain conditions. In this connection, it may also be noted that the dosage for vitamin E varies considerably in various conditions.

The status of vitamin E as a therapeutic agent remains in a state of flux. Certain indications which seemed to have been quite well established are now being questioned. At the same time, new clinical applications are being studied and reports of these investigations are following with great interest. Therefore, despite the many reports in the literature, the clinical use of vitamin E must still be regarded as in the experimental stages.

Whether or not such appellations are now justified, people refer to vitamin E as the "fertility" or "reproductive" vitamin. Since many factors are associated with human sterility, it is obviously difficult to secure definite proof for the value of vitamin E in this condition. As pointed out by Kehler,[7] animal experiments have indicated that vitamin E is concerned with only one phase of the female reproductive process, namely, the blood supply and nutrition of the embryo; and in the male with the maintenance of testicular function. By analogy, says he, a deficiency of vitamin E in the human male might be revealed by non-viability or even complete absence of sperm. In the female, it might be indicated by abortion. However, Kehler stresses that such analogies are dangerous in that they may imply too much or too little. Hence it is not surprising that some authorities consider the vitamin to be of no value in the treatment of sterility.[16]

However, on the basis of animal experiments which indicate that vitamin E may improve spermatogenisis, the drug has been used in men with encouraging results in a number of cases.[17] For example, Biskind and Falk[18] have treated eleven cases of infertility in the male with vitamin B_1 and vitamin E in combination. They reported definite improvement in the number, motility and morphology of the sperm in these men. Eight of them succeeded in becoming fathers after this treatment. Pool[19] similarly obtained success in many cases through the use of large doses of vitamin E in conjunction with a multiple vitamin preparation.

There is a need for more positive evidence of a relationship between vitamin E deficiency and abortion in women. Important in this connection are the observations made by Athanassiu.[20] He found evidence of the importance of vitamin in an examination of the blood serum from 90 women who had recently aborted. In 58 of these subjects low tocopherol values were found, which suggests that hypovitaminosis E is a common feature in abortion.

Despite the lack of definite proof of such a relationship, many obstetricians use the vitamin as a precautionary measure in cases with a history of spontaneous abortion with no known cause.[4] There is some evidence that such prophylactic procedures may be justified in cases of habitual or threatened abortion. For example, Lubin and Waltman[21] found that cocophenol therapy resulted in successful delivery at term in 80 per cent of their cases of threatened abortion. Even in habitual abortion the percentage of success was 71.5. In a study made by Silbernagel and Burt,[22] the intramuscular administration of alpha-tocophenol acetate combined with the oral use of the natural tocophenols produced a salvage of 85.7 per cent of cases of threatened abortion. Other investigators[23,24] have obtained good results with combinations of progesterone and vitamin E in cases of habitual abortion. Shute[25] has advised that where vitamin E is indicated in any precarious pregnancy, it should be given in gradually increasing doses until term.

Abruptio placentae or premature separation of the placenta is amenable to treatment with vitamin E if diagnosed early.[7] According to Kellogg,[26] vitamin E protects placentation and tends to protect the placenta against degeneration. On the basis of clinical experience he also feels that it is worth using in all potential toxemias of pregnancy. Pertinent in this connection are studies[27] which showed that vitamin E is very effective in the treatment of noneclamptic or nonconvulsive late toxemias of pregnancy. Also worth citing is the value of vitamin E in preventing fetal anomolies.[28]

There is growing evidence that vitamin E may be beneficial in the treatment of the menopausal syndrome. As far back as 1937, Shute[29] had suggested its use in the treatment of the menopause, especially in cases which do not tolerate estrogens. Some years later, on the bases of this suggestion, Hain and Sym[30] decided to try vitamin E in combating menopausal flushes in women who demonstrated an idiosyncrasy to estrogens. Their success with a small series of cases led them to recommend further trials of this method.

Such a trial was made by Cristy.[31] Following the

(*Continued on page 376*)

LANOLIN

LANOLIN supplies are scarce and prices are high. Right now this product so widely used by manufacturers in this industry is in a position that is most unsatisfactory both from the point of view of the producer and the consumer. The reason for the high prices is the scarcity of woolgrease—the raw material for the extraction of lanolin—which is causing lanolin producers to bid against one another for available material in order to produce lanolin to supply their customers. The reason for the scarcity of crudes is directly due to the curtailment in the use of wool in this country as purchases of suits, overcoats, blankets, and other woolen products have declined.

It is generally realized that the clothing market has suffered a setback in this country. For the first time since before the war, sales of men's suits have taken place within recent months. This does not mean that the clothing business is back to where it was before the war—not by any means—but rather it is returning to a more normal basis. Clothing sales were always part of the normal clothing business. It can be assumed that the clothing business in this country is now at a level far above the pre-war level of the market, but it is not what it was during the past six or seven years.

In a like manner, cosmetics have declined in volume of output from the wartime and post-war peaks. However, having expanded two and one-half times from 1939, the cosmetic market is very far above pre-war levels even though manufacturers have been screaming that business was terrible. Therefore, this industry uses today far more lanolin than it used in the pre-war period. Then too, there has been an increase in the amount of lanolin and lanolin derivatives which cosmetic manufacturers use for the same volume of cosmetics. So it seems that the clothing industry, which has experienced rather an abrupt halt while the cosmetic industry has continued at a more satisfactory level, causing a shortage of lanolin crudes. Then there is the fact that the development of lanolin derivatives with new uses is causing a steadily expanding demand for lanolin.

Woolgrease is recovered in wool scouring operations. There is said to be plenty of raw wool in storage in this country, but certainly no one will undertake to scour this wool merely for the recovery of woolgrease which is merely a by-product to be sold at any price which the market will bring. This wool will remain unscoured until such time as it is to be used for yarn. Meanwhile, despite the lack of demand for clothing in this country because of resistance to high prices, the world wool market prices are soaring as England, Russia, and other European countries return to the market as heavy buyers of wool. The European countries obtaining aid under the Marshall Plan now have money—thanks to us—and they are bidding up the price of wool and causing still higher prices to be forecast in our clothing market.

Just last month, prices of top-grade raw wools in Australia and New Zealand—major sources of fibers for American suit-fabric makers—were at the highest point in their history. At Launceston, Tasmania, a bale of superfine merino brought an unprecedented $2.97 a pound, up 65 cents from the previous peak reached the week before. World demand for fine wool had outstripped production by 50 per cent. In the United States alone, demand had shot to more than a billion pounds a year, while domestic output declined to about 225 million pounds. France doubled its purchases, Italy and Belgium were actively buying, Russia tripled its purchases

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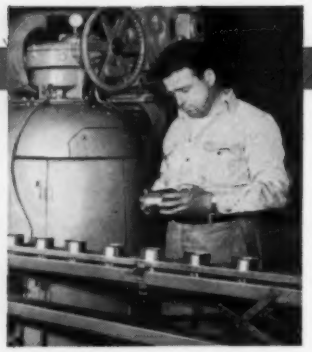

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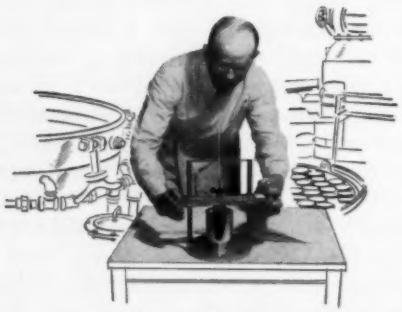

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Yes, when you call in National Can, you can count on *more* than the basic assurance of a dependable supply of containers. You have also a choice of available services — mechanical, technical, lithographic — swift, skilled, sure. And always at your disposal is our fund of production ideas, selectively gathered through the years, constantly re-examined, tested and renewed. You can easily investigate these factors to the full by telephoning your nearest National Can sales office or plant.

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National Can helps you step up your product's selling power by a complete and closely cooperating lithography service — fully equipped to add to the customer assurance of product protection that only metal can create, the *positive* selling qualities of tested color combinations and distinctive design, layout and illustration.

NATIONAL CAN CORPORATION

7282

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

Sales Offices and Plants: Baltimore, Md. • Indianapolis, Ind. • Chicago, Ill. • Maspeth, N. Y. • Hamilton, Ohio • Canonsburg, Pa. • Boston, Mass. • St. Louis, Mo.

PACKAGING and SELLING

GOVERNMENT HOSPITALITY

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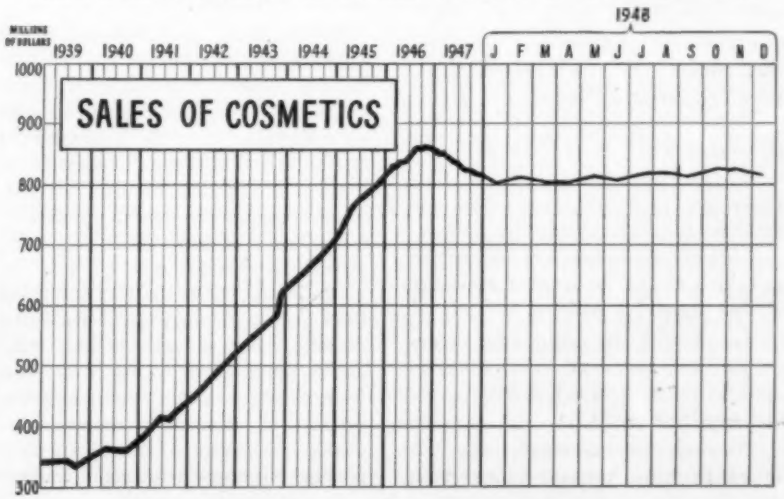
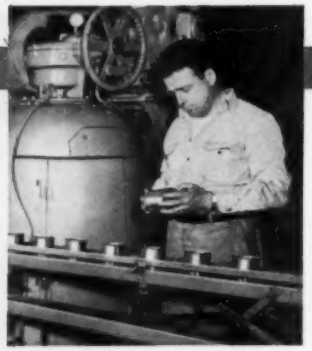
Sales of cosmetics for the twelve months ended with December 1948 amounted to $816,000,000. This compares with $822,478,000 for the twelve months ended with November 1948 and with $813,000,000 for the twelve months ended with December 1947.





count on

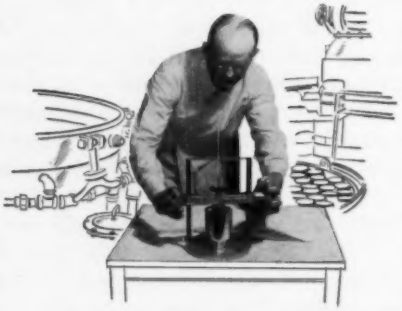
NATIONAL CAN

for container

SUPPLY... SERVICE... SUGGESTIONS

Seam Inspection by Double Seamer Serviceman.

During packing periods, National Can Double Seamer Servicemen protect against costly seamer breakdowns. They also provide on-the-spot repairs, or — when required — make complete overhauls in our thoroughly equipped central machine shops.



Center-can Temperature Testing by Field Technologist.

National Can Technical Service Division is staffed by technologists skilled in the processing of foods, backed by complete chemical and bacteriological laboratories. Through routine field tests or detailed laboratory analyses, this service can help boost and better your output.

When selecting a metal container supplier, consider the advantages you get by using National Can. *Dependability?* Close to fifty years of making deliveries where needed, when needed, despite supply conditions. *Service?* In the food field, an excellent Double Seamer Service; and the laboratory facilities of the Technical Service Division. In the general line, a complete lithography service, advising and assisting on container color, design, illustration, layout. *Suggestions?* Engineering know how accumulated through years of helping solve customers' problems and through unremitting research — on tap when you are planning plant layout, filling procedures, sanitary precautions, and other important considerations where reliable advice may be welcome.

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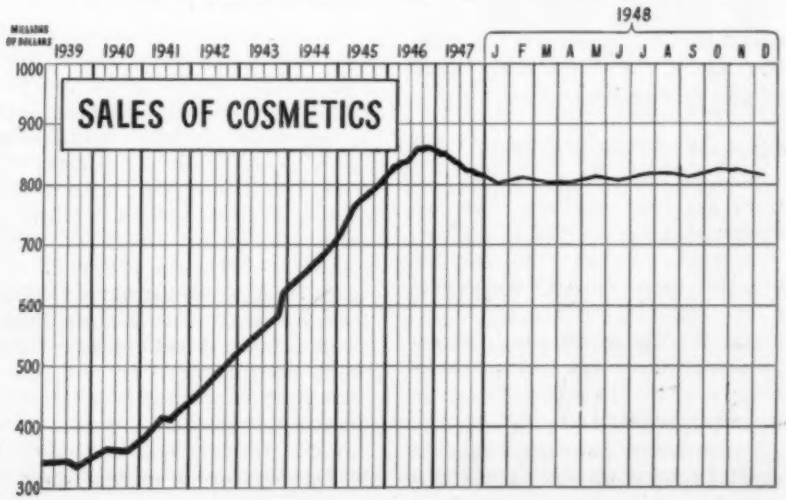


just what basis they would be prosecuted on.

This speech very largely made any such superfluous superstructure as trade practices largely unnecessary and brought the industry back with a sharp jolt to the laws which have been passed by Congress and to the particular interpretations which the Federal Trade Commission may make of these laws, and then in turn to a broad announcement that prosecutions would be conducted on the basis of these laws and on the basis of the Federal Trade Commission's interpretations.

The industry now was given 15 days in which to prepare briefs on the basis of these new explosive revelations. Since no one was forewarned and in a position to take notes, and since the script of this speech would not be available in any way before 10 days, the industry is in for a period of very concentrated scrambling with very little time to clearly think out a case.

A number of eminent attorneys have been on record stating that some of the clauses of the Robinson-Patman Act are completely unenforcible. Others are on record with the statement that many of the interpretations which are favored by the Federal Trade Commission and many of the applications of this act were totally alien to any thought, consideration or record of Congress when this act was passed.

Mr. Hugo Mock, the attorney for the Toilet Goods Association, made an admirable speech at this meeting clarifying this point. In this speech he offered his condolences to the Federal Trade Commission because of the problems they face in trying to enforce a non-enforcible act.

We can hardly go along with Mr. Mock in this respect, because there has never been any demand from any branch of the industry, retailer or otherwise, for applying this act to the demonstrator, cooperative advertising, and certain other trade practices. There has certainly never been any indication of monopolistic practices within this industry, and there was never anything either in the act or the records of Congress, or the testimony of a single Congressman, which would direct the Commission to get involved in this muddle.

Any trouble that the Commission faces from an excess of crusading zeal would hardly bring tears to the eyes of any business man. The only trouble is that the Commission probably has within its power to seriously obstruct and destroy certain parts of the industry.

It has been pointed out many times before how in numerous ways this act cannot be enforced,—in cooperative advertising for instance. It is absurd that a business should be compelled to wastefully throw away money as they would have to do in the case of a small suburban druggist, where less than 5 per cent of a newspaper's circulation is in contact with any one who could possibly trade in that store, as compared to the centralized department store, where 100 per cent of the circulation is within the effective trading area.

It is equally absurd to think that business could be compelled to hand over promotion money to a lazy ineffective retailer who would do nothing with it but put it into his pocket, as compared to an alert, cooperative retailer who would give the manufacturer the full benefit of the promotion expenditure.

So far as this act goes, it will not eliminate the cosmetic demonstrator, if that is what the Commission is seeking. The net result of strict enforcement would be, undoubtedly, to split the industry into several water-tight compartments, so that a certain limited group of companies, operating exclusively on the demonstration system, could completely control the department store and eliminate this important branch of the retail trade as a free channel for the flow of merchandise, to a substantially greater extent than exists today.

A strict interpretation in this respect would unquestionably force a great many unhealthy mergers on the industry, so that many types of cosmetic products would be forced into some financial or directional control with an assembly of companies which included one company operating on a demonstration basis. In fact the fertility of American imagination which existed under prohibition could easily be a peanut episode compared to the situation which the Commission could possibly force on industry.

Divergent Distribution Changes

We have remarked here before that there are two completely divergent movements being executed by perfume and cosmetic manufacturers as a method of holding their volume and of regaining a top competitive position.

One of these movements is an expansion in distribution, that is a broadening of the base to include more stores carrying their product.

The divergent movement being executed by some perfume houses is a narrowing of the base, eliminating fringe stores in an effort to establish what would seem to be a more realistic distribution that should enable the manufacturer to convincingly establish a limited franchise sales plan.

There is increasing interest among both these groups regarding the number of drug stores that should be included in their sales plan. The narrow base manufacturer is largely concerned in determining the number of drug stores which have established a recognized prestige department, and which have managed to secure the type of public clientele which buy his products and also in determining the maximum number of drug stores which will permit him to bring conviction to his story regarding his pattern of distribution and the value of his retail franchise.

The broad base manufacturer is largely intent upon discovering the maximum number of drug stores which have any competence in selling cosmetics and which are able to justify their addition to a retail list by a minimum annual sale which may go as low as $100.00 or even $50 a year.

A recent investigation of a group of narrow base companies showed that their business in retail drug stores, including both chains and independents, averaged 20 per cent of their total business. In this group sales to chains were considerably less than sales to independent drug stores. Only a few chains were sold and these were severely restricted in store numbers.

The middle group companies seem to break just about 50 per cent for the department store and 50 per cent for the chain and independent drug store. Even here the independent druggists will do a larger volume than the chains, running from 60 per cent to 70 per cent of the drug store business.

Among broad base companies still using selected distribution it is rare that department store sales fall below 30 per cent and this occurs probably in not over six companies. In fact it would seem highly possible that a company in selected distribution which allows its sales in department stores to fall very much below 30 per cent is edging inevitably toward the mass market. An indication of this is the way several of these companies in this particular position, where department store sales are dropping below 30 per cent, have been stepping up their demonstration systems in department stores in an obvious attempt to strengthen their prestige positions in the retail trade.

There are Exceptions

We have often commented in this department on the fact that although perfumes and cosmetics have no retail home of their own, and are therefore forced to ask for hospitality in the retail stores of other trades, such as the drug store or the variety store and the department store, that there are very few opportunities for reaching any sales volume except in the traditional channels which have been established for these products. We have commented also that this is not an inflexible rule and is subject to change.

Twenty-five years ago the variety store opened up with perfumes and cosmetics and within a relatively short period became a major distributing factor in these products. It now seems likely that the food super-markets in their encircling movement to include candy, tobacco and other products will expand still further and become an important factor in distributing certain classes of mass distributed, utility toilet preparations.

What we had in mind particularly was the constant effort in this country among smaller manufacturers who, in seeking less competitive side-streets, have tried to operate with such retailers as the smaller specialty store, haberdashery store, the children's and infant's departments in the department store and the jewelry store. These ventures have proved a universal disappointment.

Although in a few cases they have been able to help the small manufacturer, with very little capital, to establish a few small, retail focal points of future expansion, the trouble with stores in this category has generally been that their need for building a specialized reputation has made them treat these alien products in a very casual way. In addition, these stores have generally had many products of higher unit value than the perfumes and cosmetics and the clientele has generally visited these stores with this higher unit value in mind for a purchase. A further obstacle has been the inability of the retail sales force to understand or to competently sell the perfumes or cosmetics. This array of logic does not mean that there are not intriguing exceptions to the rule.

A man may be a jeweler or a haberdasher but may suddenly discover a distinct flair and a distinct liking for the marketing of perfumes and cosmetics. There are a few haberdashers who have built up a very fine department of men's toiletries. There are also a few small specialty shops that have developed a limited but exceptionally fine and profitable cosmetic department. There are even a few jewelers who have managed to combine in an ethical and profitable way an interesting perfume department.

Beauty Fashion has just received a long letter from Mr. Harry W. Yaseen, a watch and diamond merchant of Chicago Heights, Illinois. Mr. Yaseen's jewelry store was established 39 years ago by his father, and according to the picture which he sent us of the interior of his store, he has a very fine jewelry store which he is certainly entitled to call the show place of southern Cook County. The perfume department includes a custom-built perfume bar which he states was warranted by the very satisfactory perfume sales.

These sales in this jewelry store are undoubtedly the result of a series of promotions which Mr. Yaseen outlined to us. For example, every year for the past three years perfumes have played a big part in their annual style show. Last year they gave away 1,400 perfume flagons to the women attending the two spring style shows.

This store also introduced the Harry W. Yaseen "Surprise Package." This is a package wrapped artistically with appropriate seasonal or holiday decorations consisting of three tiers of boxes containing a sample of perfume, cologne, powder and other cosmetics. In addition, Mr. Yaseen frequently sends out perfume blotters to the mailing list and runs more than 40 annual ads in the local paper.

Every package is beautifully gift wrapped. The perfumes in his department include Dana, Faberge, D'Orsay, Guerlain, Millot, Patou, Schiaparelli, and Prince Matchabelli. A complete line of atomizers and perfume dispensers, which are engraved free of charge, are included.

In giving what may seem to be the brush-off to other classes of retailers, other than the traditional channels, we have never meant to include the kind of merchant which we find Harry E. Yaseen to be. It is thoroughly evident that a man with the flair, liking and understanding of all of the intangibles involved in selling perfumes could operate a successful retail department for perfumes and cosmetics in almost any kind of store and could attract the discriminating clientele of his community. Mr. Yaseen has certainly proven that a jewelry store, given the imponderable factors of flair and liking of management, can do a fine job in selling perfumes.

Your Market!

Some figures that will receive pretty concentrated study from now on were revealed in a recent routine report of the Census Bureau.

This report revealed that the average income of families in this country was $3,000 in 1947. The distribution of this income among some 37,000,000 families however, was as follows:

Families	*Income*
4,000,000 ..... Under	$1,000
6,000,000	1,000-$2,000
8,000,000	2,000- 3,000
8,000,000	3,000- 4,000
4,000,000	4,000- 5,000
3,000,000	5,000- 6,000
3,000,000	6,000-10,000
1,000,000	10,000 and over

These are figures covering families and not individuals. The average for 68,000,000 individuals was $1,800 a year. The male average was $2,200 as against $1,000 for women.

Co-op. Advertising Pains

Manufacturers' efforts to put cooperative advertising on a basis either of so-called legality or on good sound business principles continue to get lost in a quagmire of retail practices.

It was hoped that when newspaper space became readily available and when the postwar period of a lavish surplus of ads wanted over space available passed that there would at least be some return to a semblance of the prewar condition.

The most recent attempt to do something about this situation is the efforts of the Association of National Advertisers' new committee on cooperative advertising in an effort to secure the cooperation of retailers for a clearing house on rates paid by manufacturers to retailers. Representatives of the National Retail Dry Goods Association have, however, turned down these requests on the principle that disclosing rates was outside the trade group's province.

A trade practice which manufacturers particularly resent, and which this committee is trying to combat, is the practice of "double billing" in which the retailer pays his own locally earned rate and then bills a manufacturer for a higher rate, concealing the amount of his own lower rate, or bills him openly at the published national rate.

NEW

black and brown **BEETLE*** plastics

for lustrous, lower-cost closures and caps

Good news for the entire Drug and Cosmetics Industry!

Cyanamid is now producing new low-cost BEETLE molding compounds in both black and brown—excellent resins from every point of view . . . appearance, performance, cost and production. *Ideal* for caps and closures where a styled design is desirable.

These new BEETLE plastics make closures that . . .

have clean, lustrous finish;
remain odorless and tasteless;
are unaffected by acetone, alcohol, carbon tetrachloride, essential oils.

Yet their cost is exceptionally low!

For full details, get in touch with your nearest molder of thermosetting plastic closures and ask about the new, low-cost black and brown BEETLE plastics, or write to Plastics Department, American Cyanamid Company, 30-57 Rockefeller Plaza, New York, 20, N. Y.

*Reg. U. S. Pat. Off.

AMERICAN Cyanamid COMPANY
PLASTICS DEPARTMENT
30-57 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Shopping Habits

There has been some small amount of authentic marketing research to determine the extent to which retail stores of like character will attract customers in any one community.

It has been shown in these surveys that for many kinds of commodities women tend to shop in two or three different, competing stores. These surveys have never been really clear cut because the truth may be that in competition between the department stores of a city, women shoppers may prefer the specialized shoe shop in one store, grant leadership in apparel to another and move on to a third for some type of accessories, books or cosmetics.

There would be some value in information regarding shopping habits particularly when they are tied to a specific commodity. This would be valuable to retailers in a study to determine why they fail to satisfy all the customers who stop in their particular department in question, and it is a value to manufacturers, particularly those using selective distribution, to determine the extent and degree of distribution necessary to support and to make pay their advertising in that community.

In the Harvard Business Review there is a report on a study made in Alleghany County, the metropolitan county for Pittsburgh. In this study it was found that for every 100 transactions the customers completed in the first and only store shopped in, there were 23 other transactions which were not completed until after the customer had shopped in 2, 3, 4 or more stores. It was found that home furnishings and major appliances are most frequently shopped for in more than one store. After that women's apparel came high in the number of stores visited before a purchase was consummated.

There are five large department stores in Pittsburgh's down-town shopping center. According to this survey, in a typically large department store in this group, for every $1,000,000 in sales that the store made, it had a chance to sell an additional $870,000, but lost it when the customer decided to do further shopping and consummated the sale elsewhere.

Here Comes Cologne

The recent drastic decline in the price of alcohol to 23 cents in carload lots from a high of 75 cents last November is bound to bring an increasing tempo in the revival of the cologne business.

This trade is continually harassed in distinguishing cologne from perfume and toilet water. But the members of the industry who will recall the actual birth of the floral cologne at the beginning of the depression in 1930 and its rather fantastic rise in sales during these hard years to a number one position in the industry, will have no difficulty in assigning the floral cologne to its proper place and meaning.

Cologne, as a vast majority of the industry considers it today, is an economic means of making a fragrance available to the mass market. For over 90 per cent of the manufacturers, the cologne is a diluted perfume, which before the war commanded a basic average price of $1.00. The industry would have great difficulty, and probably find it impossible, to produce a quality fragrance at the minimum acceptable dilution for $1.00 today.

Nevertheless, with 23 cent alcohol and even with 30 cent alcohol, we are approaching the point in the cost of raw materials where fragrances can again begin to compete for large volume business at a price which, compared to prewar prices, represents the comparative value of the dollar today.

Something in the Bank

There are more ways than one for a company to put money in the bank or to build up a good surplus for a rainy day.

Recently an important department store executive stated that the only kind of company promotions, which include price reductions, combinations, special offers, etc., that he was interested in was from those companies which have habitually avoided this kind of merchandising and had built up a reputation for consistently selling a quality product on its own merits. This retailer stated that the companies which had histories of special deals and other devices to force merchandise were not now bringing in the returns to justify special store cooperation.

On the other hand, he said that whenever they could secure a promotion which included a little inducement, from a company which had ethically resisted this kind of selling, the public response was immediate and the promotion was was sure to be a success.

It seems to us that the way this retailer described this situation, that he was really saying that one group of manufacturers had been building up a nice fat bank account, which could be drawn on for an emergency, but that the other manufacturers were spending heavily as they went along and when the time came that they needed a little help, there was no money in the bank.

Maybe that is one basic reason why some companies are disappearing from the industry scene, while some others give signs of an unexpected vitality.

How Bad Is 239 Per Cent Increase

Perfumes and other fragrances, such as colognes and toilet waters, are generally considered to have had the toughest sledding among all cosmetic products in the reconversion period of the last year and a half.

There seems to be more distressed merchandise for these particular products and certainly there has been more retail advertising devoted to close-outs and price reductions of perfumes than any other products in the cosmetic retail department.

Recently one of the leading perfumers managed to secure from a total of 15 leading perfume houses a percentage index of their sales by years from 1939 through 1948. The total of these percentages showed an increase in perfume sales in 1948 over 1939, of 239 per cent. This certainly throws a somewhat different light on the troubles in the industry.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing sales for the month of December 1948 as compared with the same period in 1947.

	Department Stores	*Drug Stores*		*Department Stores*	*Drug Stores*
Atlanta	+1	-2	Minneapolis	0	-6
Baltimore	-1	-2	Milwaukee	+5	0
Birmingham	+2	-2	Newark	0	-15
Boston	+3	+2	New York	0	+2
Chicago	+4	-5	Philadelphia	+5	-1
Cincinnati	+3	+3	Pittsburgh	-1	+1
Cleveland	+4	+3	Providence	+3	-7
Dallas	X	-4	St. Louis	-4	-2
Detroit	+6	+14	San Francisco	+4	-8
Los Angeles	0	-22	Seattle	+3	+3

NEW PRODUCTS AND NEW PACKAGES

SHARP & DOHME announce the release of Penalev Tablets, a new and more convenient dosage form of penicillin for inhalation therapy, sublingual administration, oral use in pediatrics, and use in prescription compounding. Providing 50,000 units of penicillin free of incipients and binders, the tablets are readily dissolved in water, salt solution, milk formulae and saliva. The product is supplied in vials of twelve for prescription convenience.

THE MENNEN COMPANY has recently completed the redesigning of every package in its top-selling line of shave products. Mennen's Brushless Shave, Lather Shave, Original and Menthol-Iced, Skin Bracer, and Skin Balm are appearing in brighter cartons with clearer, cleaner and more modern lines. The Mennen name has been enlarged for purposes of easy and quick product identification.

ABBOTT LABORATORIES introduces Hepasolan Solution, a crude liver concentrate designed for intravenous therapy in patients suffering from cirrhosis of the liver, in which an antidiuretic factor may be a contributing cause.

SCHERING CORPORATION has developed a new and potent hormone therapy in the form of Buccal Tablets, which permit complete utilization of the parenterally effective hormones through absorption from the buccal pouch of the mouth. The base of the tablet is a polyethylene glycol product and enables the intraoral use of hormones which heretofore were administered only by injection. *The Progynon Buccal Tablets* are constituted of estradiol U.S.P. XIII, the pure female sex hormone as elaborated by the ovary, in Polyhydrol, a new solid solvent for steroid hormones. *Cortate Buccal Tablets*, effective in the treatment of Addison's Disease, and other pathological conditions which are caused adrenal cortical deficiency. The active constituent is desoxycorticosterone acetate U.S.P. XII in Polyhydrol. *Proluton Buccal Tablets* contain progresterone, U.S.P. XIII, the pure corpus luteum hormone, in Polyhydrol.

ABBOTT LABORATORIES announces the development of *d*-Tubocurarine Chloride in Oil and Wax. The preparation consists of *d*-Tubocurarine, 30 mg. per cubic centimeter, in a mixture containing 4.8 per cent white beeswax in peanut oil. It is indicated for the symptomatic treatment of muscular spasticity and rigidity where a prolonged effect is desired.

THE TONI COMPANY now introduces Toni Creme Rinse packaged for purchase separate from the Gold Stripe home permanent kit, in which the rinse was incorporated. To be used as an after-shampoo and after-home permanent beauty treatment, the rinse clears the hair and scalp of odors that normally cling to the hair, adding luster and softness.

OWENS-ILLINOIS GLASS COMPANY has added a new Amber Shelf bottle in the line of prescription ware. The package comes complete with pour-out finish and brown molded plastic cap. The twenty-four ounce capacity was chosen because it was found most satisfactory with the majority of druggists. Substantial space savings can be obtained by applying the label to the edge of the bottle, permitting more bottles to be store per shelf.

ABBOTT LABORATORIES release news of Hydro-Bilein Tablets, a mixture of dehydrocholic acid and dried fresh ox bile which has been treated to remove pigments, cholesterol and fats. The tablets are indicated for replacement therapy to improve digestion and absorption of food, particularly fat and the fat soluble vitamins, when bile salts are absent from the intestinal tract. Prolonged administration does not cause toxic effects.

GUERLAIN, INC., presents a new product and the return of two old favorites in time for Easter selling. L'Heure Bleue Eau de Cologne makes its debut on the cosmetic counters beginning March 20th. Guerlain's Eau de Cologne has been available up to now only in Shalimar and Mitsouko scents. The new product is bottled in the same circular style container in which the other two are packaged.

LORY CO. announces Trill, a temporary wrinkle remover. Claimed to be unlike anything heretofore on the market, Trill is a delicate pink liquid of light consistency, which, when applied where wrinkles or crow's feet are apparent, acts within two to five minutes. Of about eight hours duration, the product may be used before the application of make-up, or as a freshener, over the made up skin surface.

ABBOTT LABORATORIES presents for the market Mosidal, in 0.15 Gm. tablets to be dispensed by prescription of physicians in bottles of twenty-five or one hundred. Mosidal, which is the Abbott trade-mark for ethyl-beta-methylallylthiobarbituric acid, exerts a protective and therapeutic action against motion sickness produced by trains, automobiles or ships. The prescribed dosage produces no undesirable side-effects.

HIRESTRA LABORATORIES, INC., has announced plans to introduce a new line of scientific home hair preparations consisting of three products, Hormone Hair Beauty, Shampoo and Scalp Conditioner. These items, soon to appear on the market, are designed to reduce falling hair, to attack causes of dandruff, and to cleanse, to beautify and to render the hair manageable.

E. R. SQUIBB & SONS has placed on the market Tolserol, 3-orthotoloxy-1, 2-propanediol, known in Britain under the proprietary name of Myanesin. Tolserol is a synthetic chemical compound which exhibits muscle relaxing properties. It is indicated for use in alleviating symptoms of certain spastic and neuromuscular disorders, improving functions and, in some cases, restoring them to normal.

Mr. Salesmanager:

THIS package is your business

THIS PACKAGE

- ✓ **Increases your average sale**
- ✓ **Increases use of your product**
- ✓ **Protects your product**
- ✓ **Provides attractiveness and consumer convenience**

Note—An ethical package particularly indicated for products whose use is prescribed regularly and continuously.

BECAUSE it brings you increased sales without added effort or expense.

HERE'S HOW—Each individual package contains the day's requirements (1 to 5 tablets or a measured unit-dose of powder), clean, crisp, protected. This small, compact package is easily carried in hand-bag or vest-pocket — it provides consumer convenience and satisfaction which of itself encourages regular and consistent use of the product.

The standard-sale container is safely stepped up in content, for quantity buying is doubly attractive with this package — the protection of Sanitape-Sealtite is absolute right up until the last tablet is consumed — numerous members of a family can select their individual package without fuss, fumbling or unnecessary handling. You increase the size of your average sale, and correspondingly reduce sales costs. You sell a larger package and that package sells for you.

This new ******Sanitape-Sealtite* package is a revelation in the packaging field — it is a natural sales-maker. We'll be glad to tell you its adaptations in your particular situation.

IVERS-LEE COMPANY · 215 CENTRAL AVE · NEWARK · N. J.

UNIT PACKAGING

Sanitape-Sealtite is a unique method for packaging pills, tablets, capsules, creams and powders, by which each unit or unit-dose is sealed in its own air-tight compartment—assuring complete protection and maintained efficacy. Packages, machines and methods fully covered by U. S. and Foreign Patents and Patents Pending.

THE CAP WITH THE SAFETY VALVE...

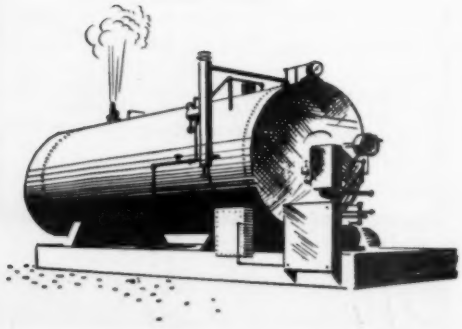
The Anchor* Tricon Cap

JUST as a steam boiler needs a safety valve, so, too, does the container for gas-forming products like bleaches. The *Anchor* Tricon Cap is constructed to provide the safety valve. When pressure builds up the flexible liner gives sufficiently between the indents in the domed panel to permit gas to escape.

And the low pressure venting *Anchor* Tricon Cap reseals immediately and tightly after permitting gas to escape.

The *Anchor* Tricon Cap has a scientifically designed deep rolled thread that prevents wedging and jamming and permits smooth, spin-on action for economical application. Deep, coarse knurls make removal and reseal easy.

*Reg. U.S. Pat. Off.



ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

CLEANING IS FAST, SURE AND EASY– with Anchorglass* Containers

THE toughness, uniformity and strength of *Anchorglass* containers permit uninterrupted movement through the cleaning operation regardless of whether the containers are upright on a conveyor or inverted in the cleaner.

The superb performance of *Anchorglass* containers in the cleaning operation is the result of improvements in design; consistency in manufacture; accurate temperature controls in annealing; quality control through laboratory tests and regular inspections and in Anchor Hocking's constant emphasis on highest manufacturing standards.

Anchorglass containers are available in all standard styles and capacities, in crystal, amber or emerald green glass.

*Reg. U. S. Pat. Off.

ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

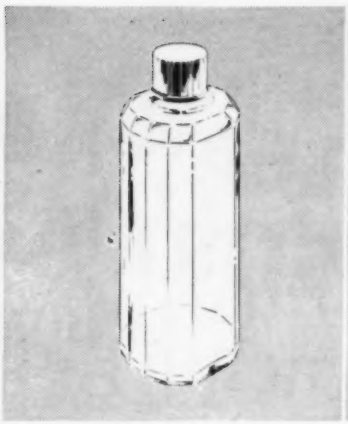
CARR-LOWREY

distinctively designed

STOCK BOTTLES

These are just a few of the Carr-Lowrey stock bottles that have proved very popular. If you are interested in seeing additional styles, or bottles for other types of products, our representatives will be glad to make suggestions from our extensive line.

CARR-LOWREY GLASS CO.

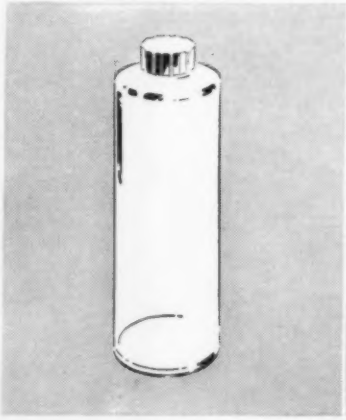


No. 368—3 3/16 dr., ½ oz., 1 oz., 2 oz., 3 oz., 4 oz., 6 oz., 8 oz., 16 oz. Also made in Squat style in 1 oz. and 2 oz.

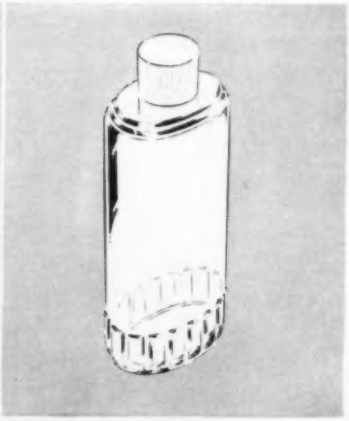
No. 424—1 dr., 2 dr., ½ oz., 1 oz., 2 oz., 4 oz., 6 oz., 8 oz., 16 oz. and 1½ oz. Sachet.

No. 404—½ dr., 1 dr., 2 dr., ½ oz., 1 oz., 2 oz., 4 oz., 6 oz., 8 oz.

No. 377—Hand Made, Glass Stoppered—2 dr., 5 dr., 10 dr., 4 oz.



No. 433—Tall Cylinder—4 oz., 8 oz., 16 oz.

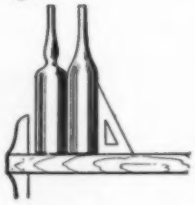


No. 431—1 dr., 2 dr., ½ oz., 1 oz., 2 oz., 3 oz., 4 oz., 6 oz., 8 oz., 16 oz.

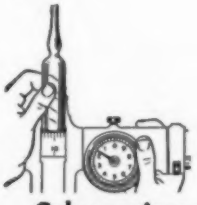
Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 40 W. FORTIETH ST. • *Chicago Office:* 1502 MERCHANDISE MART

Three symbols of superiority

Coby ampoules are "vacuum-free before snipping." Glass dust that results from snipping operation is *not* sucked within the ampoule. It is, rather, readily drawn up and carried away by giant dust collectors attached to each cutting bench.



Coby ampoules stand up straight without support. Ampoule necks are more concentric with filling needles, and machine-filling is more rapid, and accompanied by less breakage.



Coby ampoules are carefully calipered to ensure greater uniformity of inner volume. When subsequently filled and sealed, Coby ampoules aid materially in finishing the package that "sells on sight".

Coby engineers are constantly developing improvements that continue to make the Coby ampoule a better ampoule. Descriptive circular and price list of regularly stocked ampoules available on request.

Write Dept. C

THE COBY GLASS PRODUCTS CO.
ATTLEBORO, MASSACHUSETTS - U. S. A.

New Perfection
DROPPING PARTS

For Dependable Performance

As originators and world's largest manufacturers of screw-cap dropping parts, Pennsylvania Glass Products Co. has built up an outstanding record of dependability—in product, in service and in business integrity. This hard-won reputation is your assurance of satisfaction, your guarantee of quality.

New Perfection dropping parts are available in a wide variety of styles, colors and sizes to fit your own bottles or can be supplied with our bottles in sizes and colors listed below.

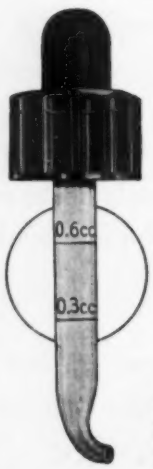
#1
Non-rolling, extra-depth, Bakelite Cap; thick flange rubber bulb; Saftee ball glass.

#3
Regular plastic cap; thin flange rubber bulb; semi-blunt glass.

#4
Single shell metal cap; oil-resisting Amekine synthetic rubber bulb (without strong odor); blunt glass.

#5
Small size plastic cap, midget rubber bulb, regular straight glass.

NEW PERFECTION Dropper Glasses Calibrated IN COLOR



New Perfection Dropper Glasses can be marked in color at any levels which you desire, making it easy and convenient for customers to administer your product in specific doses.

#2
Non-rolling, extra-depth, Bakelite cap; thick flange rubber bulb; special bent glass (CALIBRATED in color).

RUBBER BULBS
in natural rubber for general use or AMEKINE SYNTHETIC RUBBER which is highly resistant to the swelling which ordinarily results from use with oil preparations. Various colors and styles.

DROPPER GLASSES
plain or CALIBRATED IN COLOR. The correct glass for every requirement. Careful manufacture assures uniformity and cleanliness. Many styles in any length.

CAPS
of plastic or metal are designed for perfect closure, strength and attractiveness. Many styles, colors and sizes.

BOTTLES
in an eye-catching modernistic style in Amber, Blue, Green or Clear glass. Sizes: 2 cc. ⅛, ¼, ½, 1 and 2 oz.

Write for Samples and Quotations

PENNSYLVANIA GLASS PRODUCTS CO. INC.

"GLASS GOODS OF THE BETTER KIND"

428-432 NORTH CRAIG STREET . . . PITTSBURGH (13), PA., U. S. A.

YOUR BEST CUSTOMERS in Baltimore

read Mary Carroll every day in the News-Post

Teen-Agers Find Lotion For Skin Heals Blemishes
By MARY CARROLL
Today there's good news for teen-agers who need to clear up skin blemishes.
Mothers write that convincing youngsters they must give a minutes a day to skin care matter. Those with me know they have them to do some- ith regularity, is
reached keeping up with the crowd's activities seems to over- shadow all else. Any time taken from this has to be well spent.
NEEDED PREPARATION
What seems to be wanted is a preparation that's quick and 'o use. And this prepara- show results, and soon!
Lotion Follow Called 'Must' Good Skin Ca
By MARY CARROLL
Anyone starting the New Year with the intention taking good care of her skin must follow a cream cleans with a skin lotion.
ubles
mount of oil, but keep it healty
DISTRESS
lp is hindered hows on the Some tresses others are
Need ch Day
In Beauty's Aid
By MARY CARROLL
the topic of discussion because it has to be en shampoos. In fact, it demands daily does.

Every day Baltimore women are turning to Mary Carroll's column in the Baltimore News-Post for the News-Post reaches and sells 57.6% or 197,855 of the City Zone Families.* There's a *conditioned* market you can turn to *profit* in your drug and cosmetics advertising.

For Baltimore women buy $43,666,000 worth of drugs and cosmetics annually.† And more Baltimore women read the News-Post every evening than any other Baltimore newspaper.

Remember the News-Post is the only Baltimore newspaper publishing a complete section devoted entirely to women's interests, featuring not only the latest beauty hints, but tested food recipes, society, movies, radio and television news.

Add those facts together and you've got a profitable medium for drug and cosmetics advertising. Call the local Hearst Advertising Service man for a copy of the women's section of the Baltimore News-Post.

It's the Pay-off Paper for Drug and Cosmetics Advertisers.

*ABC City Zone based on Bureau of Census—1947 Report for Baltimore Metropolitan Districts.
†Sales Management Survey of Buying Power—1948.

Baltimore News-Post

First in Circulation in the 6th Largest Market

A HEARST NEWSPAPER — REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

Offices in principal cities: Albany • Baltimore • Boston • Chicago
Detroit • Los Angeles • New York • Pittsburgh • San Francisco • Seattle

METAL CONTAINERS
and
CLOSURES
by
BRIDGEPORT

Vanities — Powder Boxes

Jar Caps — Perfume Vial Cases and Caps

Bottle Caps — Lip Brushes

Drawn Talc Containers — Dry and Paste Rouge Cases

Lipstick Containers --- Swivel, Slide, Automatic

and

Other Special Metal Products
for the Cosmetic Industry

THE BRIDGEPORT METAL GOODS MFG. CO.
Established in 1909

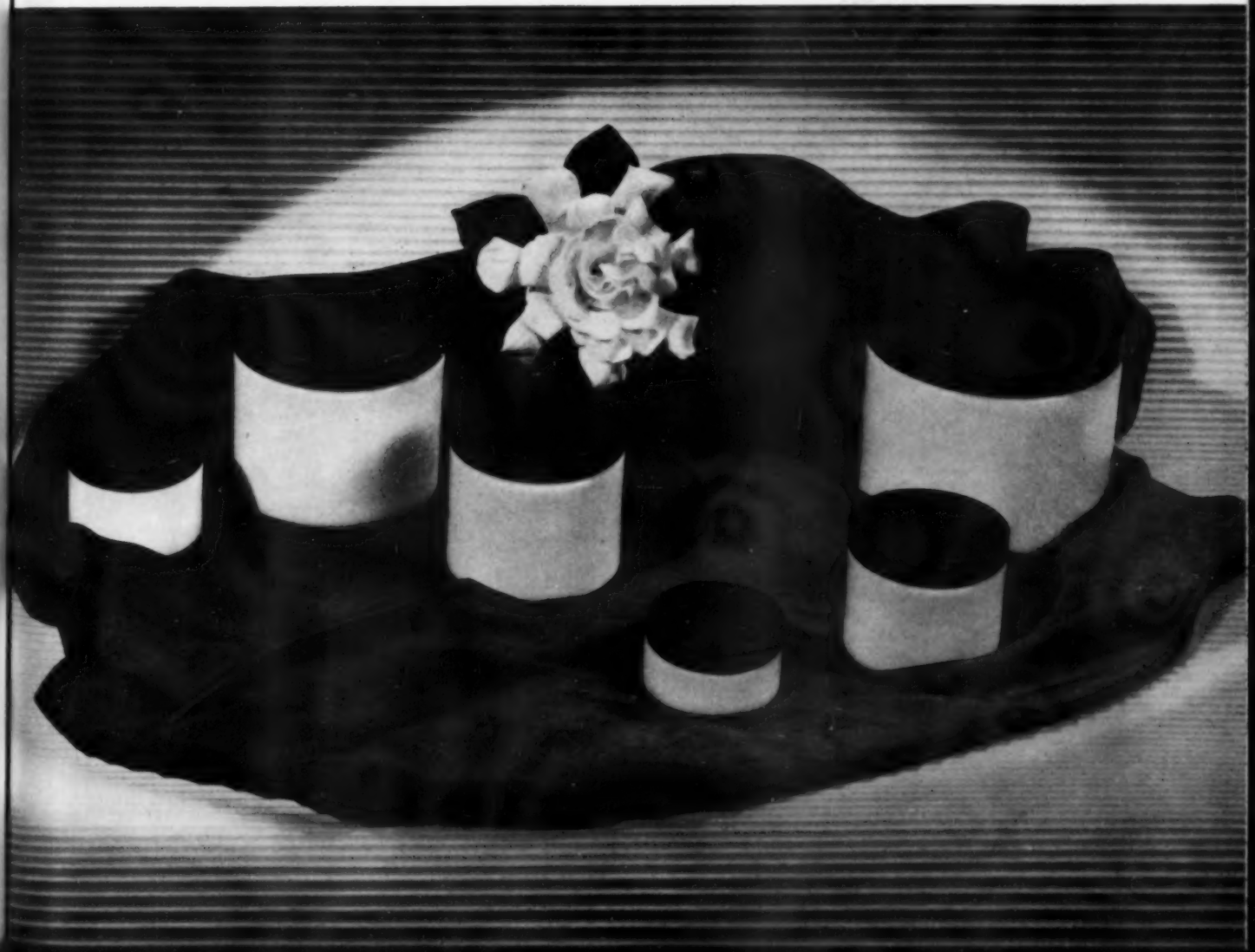
BRIDGEPORT **CONNECTICUT**

CERAMA *glass*

WHITER THAN WHITE. Sleekly beautiful cosmetic jars in this radically different opal glass. Light, graceful and a lustrous finish she'll love to touch. You can order from a complete range of sizes in stock for immediate delivery.

Wheaton GLASS COMPANY, Millville, N. J.

New York Office 165 Broadway *Chicago Office 221 North La Salle Street*



Standard

.. the name to remember in

QUALITY TUBES

Standard

SPECIALTY & TUBE CO.

New Brighton, Pa.

Top off YOUR BOTTLE OR JAR with a RICHFORD METAL CLOSURE

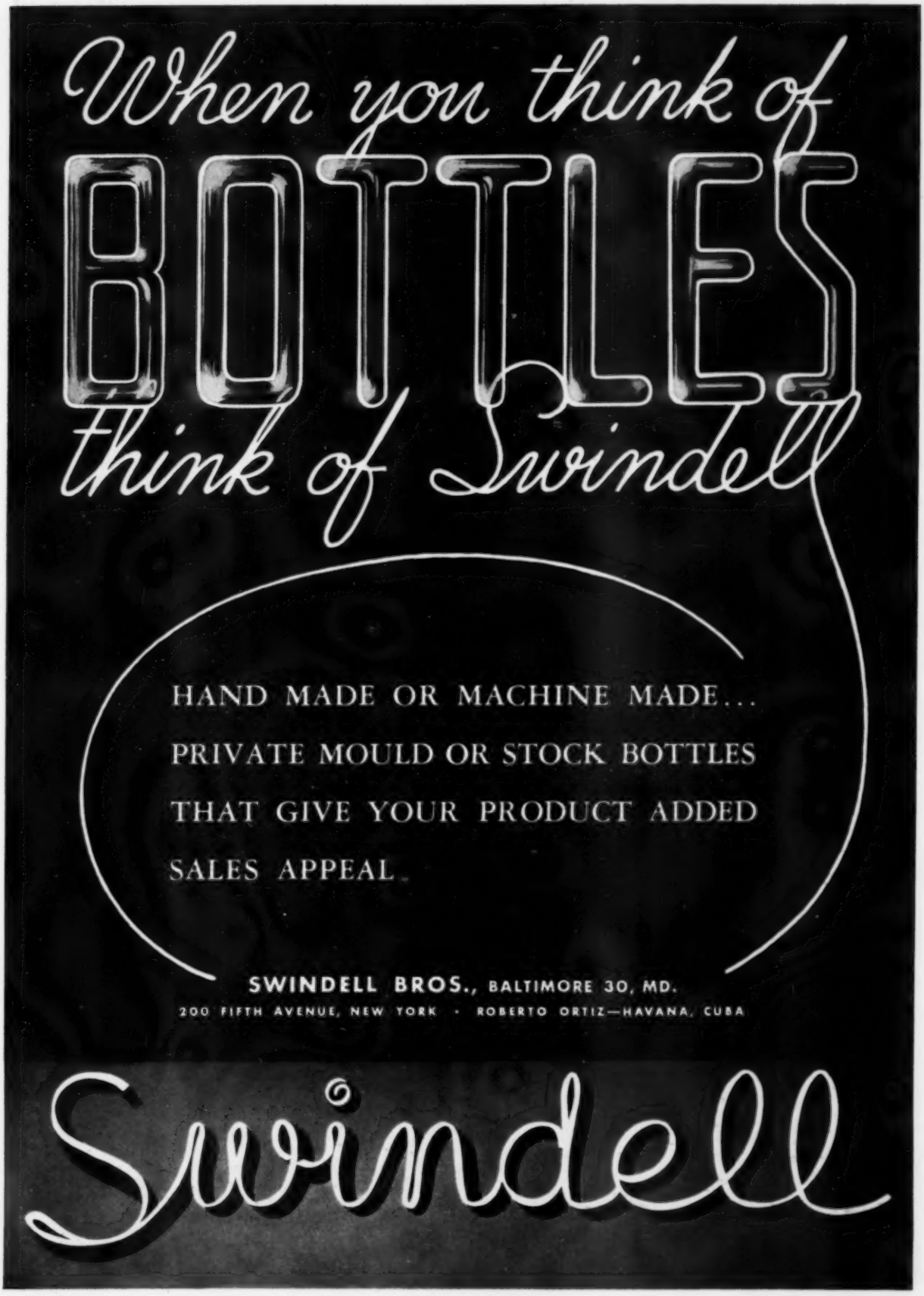
Any Size Plain or Embossed Any Shape

or

Designed and Manufactured to your Specific Requirements

RICHFORD CORPORATION

221 Fourth Avenue, New York City


When you think of
BOTTLES
think of Swindell
HAND MADE OR MACHINE MADE...
PRIVATE MOULD OR STOCK BOTTLES
THAT GIVE YOUR PRODUCT ADDED
SALES APPEAL.
SWINDELL BROS., BALTIMORE 30, MD.
200 FIFTH AVENUE, NEW YORK · ROBERTO ORTIZ—HAVANA, CUBA
Swindell

keiko baron

TO SEE WHAT A BRASS CAP CAN DO

DRESS UP YOUR PACKAGE and attract your consumer by using Brass Concealed Closures obtainable in 13 MM—15 MM, 18 MM, 20 MM, 22 MM, 28 MM and 45 MM for standard G. C. M.I in either polished, tumbled brass or nickel finishes. Inquiries are invited through our New York office.

BRASS GOODS MANUFACTURING CO.

233 BROADWAY • NEW YORK 7, N. Y. FACTORY • DEEP RIVER, CONN.

Cut Hand Labelling Costs *IN HALF!*

Save up to 50% on label costs! Cut cleanup time by 90%! Save 10-25% initial equipment costs! Reduce application time 10-20%! King Label Gummer installations have given hundreds of users a better labelling job at lower cost—more easily and quickly. Models as low as $88.00 complete! Write for catalogue giving complete information. No obligation, of course.

Inquiries from Sales Agents Invited

King Sales and Engineering Company

210 FIRST ST • SAN FRANCISCO, CALIF.

Faster Filling

OF BOTTLES, JARS, TUBES AND CANS

Use this Anderson Filler, Model C-2, for liquids, semi-liquids, creams, pastes and greases. Dispensing capacity up to one pint per stroke. Fills practically all types of containers . . . jars, bottles, cans or tubes. The machine is fast, easy to operate, sanitary and easy to clean. Write for prices and full details.

Ask for Bulletin No. 3-24

ANDERSON BROS. MFG. CO.
ROCKFORD, ILLINOIS

Anderson Fillers

HANDLES PASTES, CREAMS, LIQUIDS AND SEMI-LIQUIDS

Broder does it again

COMPLETELY REVOLUTIONARY

PRECISION PROPULSION

4 PIN CUP SWIVEL LIPSTICK CONTAINER*

Wholly different from anything ever made

Fool-proof mechanism as accurate and velvet-smooth as a precision watch movement

ALWAYS

- Eliminates cup wobble.
- Prevents shearing and taking off sheen of filler.
- Completely locked in four places at all times.
- Cup rides on 4 pins on a double track.
- No jamming — Pins cannot slip out of track
- Eliminates returns due to faulty or defective mechanism.

Plus BRODER patented Free Wheeling . . . the cup which rides up or down ONLY when the cap is off. Gives you a NON-SMUDGE-CAP.

In Rich Low DeLuxe All-Polished Brass protected by a Startling New NON TARNISH Lacqeur

LOOKS BETTER . . . WORKS BETTER . . . COSTS LESS

PHONE . . . WIRE . . . WRITE

BRODER INDUSTRIES

INCORPORATED

*Pat. Pdg.

55 FERRIS STREET, BROOKLYN 31, N. Y. · MAin 4-3772

NEW YORK SALES OFFICE • 565 FIFTH AVENUE • MUrray Hill 8-4270

Greco-Buddhistic head in the Gandhara style, about 300 A. D.

Gandhara

Greco-Buddhist art. A "blend" between East and West! Our GANDHARA represents an unusual blend between Oriental and Modern Western bouquets. It can be accentuated in either direction or used "straight" as a base or finished odor.

POLAK & SCHWARZ INC.

New York: 667 Washington St. **Chicago: 400 W. Madison St.**

NEWS...

Williams Heads N. Y. Drug & Chem. Club

Victor E. Williams, vice-president of Monsanto Chemical Company, was elected president of the Drug and

VICTOR E. WILLIAMS

Chemical Club, New York, at the meeting of the Board of Governors held February 17. At the same meeting, John P. Remensynder, vice-president of the Heyden Chemical Corporation, was elected treasurer of the club.

Firmenich Names Perfumery Head

Charles C. Bryan, resident partner of Firmenich & Company, has announced the appointment of Edward P. Morrish as technical director of the perfumery division.

During the war, Mr. Morrish was with the O.P.A. as chief of the cosmetics division. He has been with American Home Products Corporation as plant manager of the cosmetics division and also with Parfums Corday and Kathleen Mary Quinlan.

Recently he served as technical director and perfumer with Jacqueline Cochran, Inc., and is a member of the Oil Chemists Society.

Sheffield Tube Corporation

Effective the first of February, the New England Collapsible Tube Company, changed its name to The Sheffield Tube Corporation.

The change in name reflects in expanding activities in company in the West and Middle West. The new name also has the advantage of simplicity, and it furnished a logical tie-in with the company's tubes which have long been known in trade circles as Sheffield process tubes, which were first developed by the Sheffield family in conjunction with the introduction of toothpaste in tubes in 1892.

T. C. Sheffield, advertising manager and head of the West Coast office in Los Angeles, stated that the name change is a matter of convenience only. Company policies are in no manner affected.

Lever Co. Names Two Directors

Election of James M. Elliott and Ralph P. Lewis to the board of directors of Lever Brothers Company has been announced by Charles Luckman, president.

Mr. Elliott is president of the John F. Jelke Company and Mr. Lewis is president of Harriet Hubbard Ayer, Inc., both subsidiaries of Lever Brothers Company.

Mr. Elliott joined the Jelke Company in 1941 as general sales manager, and a year later was elected vice president and general manager. Named president in 1943, has continued to direct the expanding activities of the company. He is chairman of the executive committee of the National Association of Margarine Manufacturers.

Mr. Lewis was named president of Harriet Hubbard Ayer, Inc., in July 1947. Previously he was associated with the Elizabeth Arden Sales Corporation, first as general sales manager, and subsequently as vice president in charge of sales.

Russell With Scientific Supply Co.

Magna Manufacturing Company, Inc., 444 Madison Ave., N. Y. has made known that its Texas representative, A. M. Russell, is now associated with Scientific Supply Company of Texas, 1116 Hemphill St., Houston 13.

Eddy With Wheaton Glass

The Wheaton Glass Company, Millville, N. J., announce that Maxson A. Eddy is associated with them in an executive capacity. Mr. Eddy will assume active duties about April 1, following an extended cruise to South America. He will head up the manufacturing and sale of tubing and tubing products.

Mr. Eddy is well known in the glass and packaging circles having formerly been vice president and general manager of the Kimble Glass Company and after Owens-Illinois Glass Company absorbed the Kimble Company he became vice

MAXSON A. EDDY

president of Owens-Illinois Company, where he was general factory manager until his resignation on January 1 of this year.

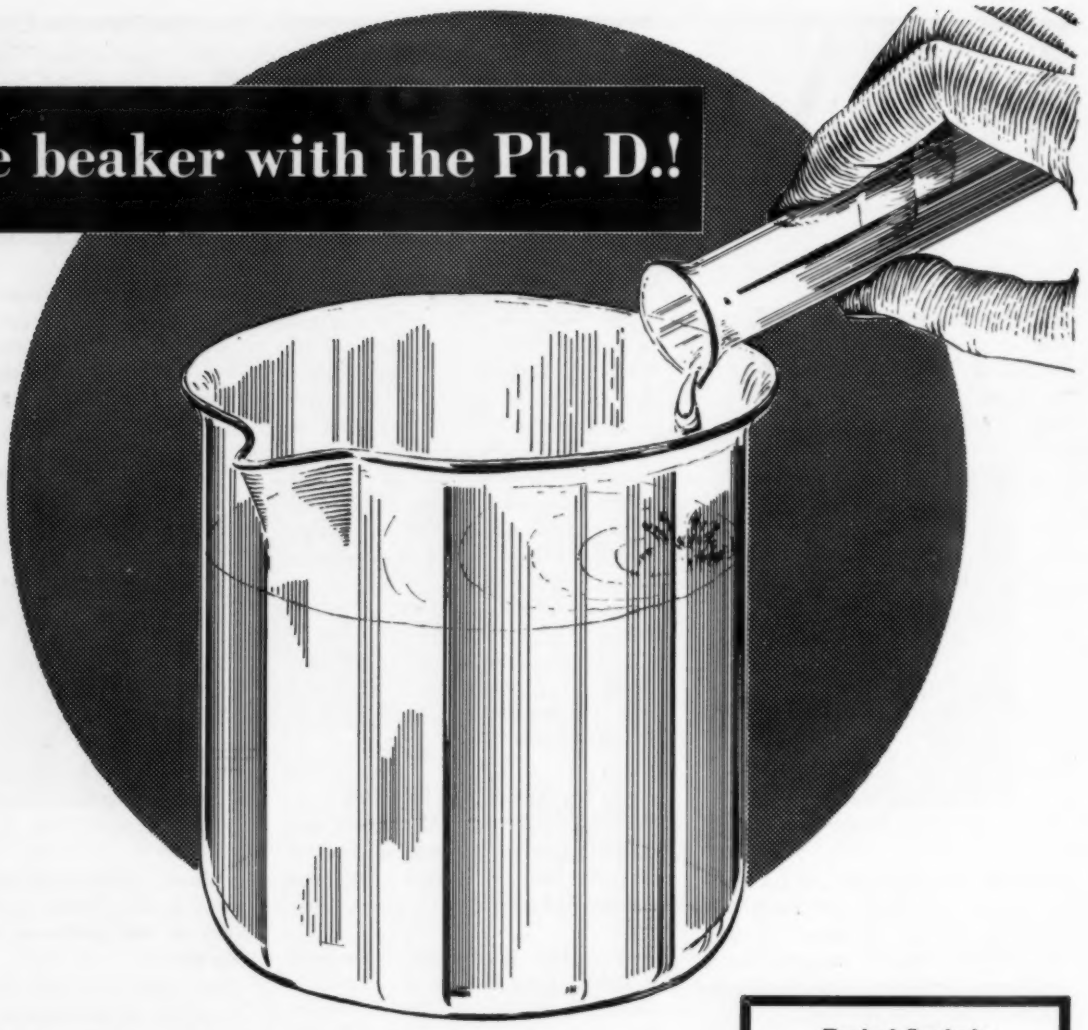
Mr. Eddy was graduated from the University of Connecticut in 1925 and served as a chemist with the Hartford-Empire Company until 1931, at which time he was appointed Eastern director of research and development for the Owens-Illinois Glass Company.

Lecture on V.D. in Florida

Dr. D. K. Kitchen, medical director of Bristol Laboratories, and Dr. Charles R. Rein, dermatologist and syphilologist of New York University, were asked by the Florida State Board of Health to conduct a series of lectures in February on the subject of V.D. control in the State of Florida.

The project was part of a state-wide program of interest to physicians, public health and laboratory workers in the problems of V.D. control and possible irradication. Dr. Rein spoke on the subject of the most modern methods for the serologic diagnosis and treatment of syphilis. Dr. Kitchen discussed recent advances in the antibiotic field with special emphasis on penicillin products, as related to the treatment of syphilis.

The beaker with the Ph. D.!



This particular beaker works in our research lab. One thing it has revealed about FATTY ACIDS is their versatility. Since we first bought it, we've seen the fatty acid industry change immeasurably.

Manufacturers who once considered fatty acids as crude products, now are recognizing the fact that fatty acids are *not* step-children. They can see, thanks to this beaker and thousands like it, that fatty acids are products for which new applications are being found at an amazing pace.

Write for our booklet, "Fatty Acids in Modern Industry," for more information on how progress improves your product.

Typical Analysis
RED OIL

Titre °C	8°-10°
Cloud Point °F	46°-49°
Color Lovibond 1" Red	5-8
Color Lovibond 1" Yellow	20-40
Unsaponifiable %	2.0%-2.5%
Saponification Value	196-199
Acid Value	195-198
% F.F.A. as Oleic Acid	98%-99.5%
Iodine Value	88-91

MANUFACTURERS SINCE 1837

A. GROSS & CO.
295 MADISON AVE., NEW YORK 17, N. Y.
FACTORY: NEWARK, N. J.

AGENTS:

George Mann & Co., Inc.
Providence 3, R. I.

Baker & Gaffney
Philadelphia 7, Pennsylvania

Braun-Knecht-Heimann Co.
San Francisco 19, Calif.

Cadillac Chemical Div.
Nelson Chemical Corp.
Detroit 27, Mich.

J. C. Ackerman
Pittsburgh, Pa.

Braun Corp.
Los Angeles 21, Calif.

Moreland Chemical Co.
Spartanburg, S. C.

Smead & Small, Inc.
Cleveland 15, O.

Charles Albert Smith, Ltd.
Toronto 3, Canada

Thompson Hayward Chemical Co.
Kansas City 8, Mo. (And Branches)

Coutlee Leaves Merck

Douglas Wakefield Coutlee, director of advertising of Merck & Company, Inc., for the past 16 years, has resigned

DOUGLAS COUTLEE

to engage in specialized consultant work on advertising, editorial, and public relations matters. He will continue to serve as editor of the Merck Report, a magazine for physicians, pharmacists, and those in allied professions, which Merck has published since 1891 and which Mr. Coutlee has edited since 1933.

After a short vacation, Mr. Coutlee plans to operate his consultant service under his own name, with offices in New York.

Cutter Appointments

Cutter Laboratories has made known the appointment of three new district sales managers, and transfer of two others.

W. N. Schroeder has been transferred from the Atlanta to the Chicago district managership and Jack Downing, who managed the New Orleans district has become head of the San Antonia territory.

The new appointees include Richard Smith, Atlanta manager; Charles Saugey, New Orleans and Jack McKenzie, who heads the Denver district.

Two other appointments announced involve John Conter of the Seattle sales force, who becomes veterinary specialist of that district and C. R. Peppler of the Chicago sales force, who has been made hospital specialist for the Chicago district.

Former Chicago district manager Orville Nuffer recently was promoted to the newly created post of administrative assistant to the director of sales and advertising; W. A. Flint, manager of the San Antonio district was promoted to the post of field sales manager.

Atkinson, V. P. of Commerce Assn.

Charles W. P. Atkinson, vice president and treasurer of the Arner Company, Buffalo, has been elected vice president of the Empire State Association of Commerce.

Brenco Pharm. Inc.

Brenco Pharmacals, Inc., has been incorporated in Buffalo, N. Y. Incorporators are Irving R. Brent, Roy L. Cohen and Alfred M. Zisser.

Pfizer Sales Dept. Moves to Bklyn.

After eighty years at its 81 Maiden Lane address, the domestic sales department of Chas. Pfizer & Company, Inc., has moved to the Brooklyn headquarters of the company.

The new address is 630 Flushing Ave., Brooklyn 6, N. Y., and all communications and orders relating to domestic sales should be sent to this address.

This change marks the passing of one of the last of the chemical manufacturers from the downtown area in New York, which is now mainly populated by insurance and financial concerns.

Fred J. Stock, vice president in charge of sales said that the company will continue to hold their historic building at 81 Maiden Lane but will use it only for export sales office. This change to Brooklyn will further coordinate the company's recently expanded sales department and centralize it in the firm's modern Brooklyn offices.

Upjohn Names Two Assistant Directors

Earl L. Burbidge, M.D., and William F. Wenner, M.D., have been advanced

DR. E. BURBIDGE

to assistant directors of the Upjohn medical division.

Dr. Burbidge, a graduate of the St. Louis, Washington University Medical School, is to be in charge of the clinical research department. Dr. Wenner, also a Washington University graduate, heads the product information department.

DR. W. WENNER

R. J. Prentiss Retires

Richard J. Prentiss, president of R. J. Prentiss & Company, New York, has retired from that post but will maintain offices at the firm's headquarters, 110 William St., to act in an advisory capacity.

The officers who will be charged with control of the business are Harold R. King, president; Charles Hermann, vice president in charge of the chemical division; A. W. Bevernick, vice president and western manager, with offices in Chicago; John W. Purcell, newly elected vice president in charge of eastern sales, and John J. Miller secretary-treasurer.

Mr. Prentiss started his business career with J. L. Hopkins & Company in 1919, following his discharge from the Navy. He joined the brokerage firm of W. Benkert & Company in 1920, purchased it in 1927, and preferring merchandising, closed the brokerage in 1931 and formed R. J. Prentiss & Company.

He was inducted into the Army in 1942 and served in the office of the Surgeon General. Upon his discharge in 1945 he held the rank of Major.

On S. K. & F. Research Staff

Dr. Chester E. Poetsch has joined Smith, Kline & French Laboratories as a pharmaceutical chemist in the research laboratories.

Dr. Poetsch received his Ph.D. in pharmaceutical chemistry from the University of Wisconsin. Since 1946 he has been a Fellow of the American Foundation for Pharmaceutical Education.

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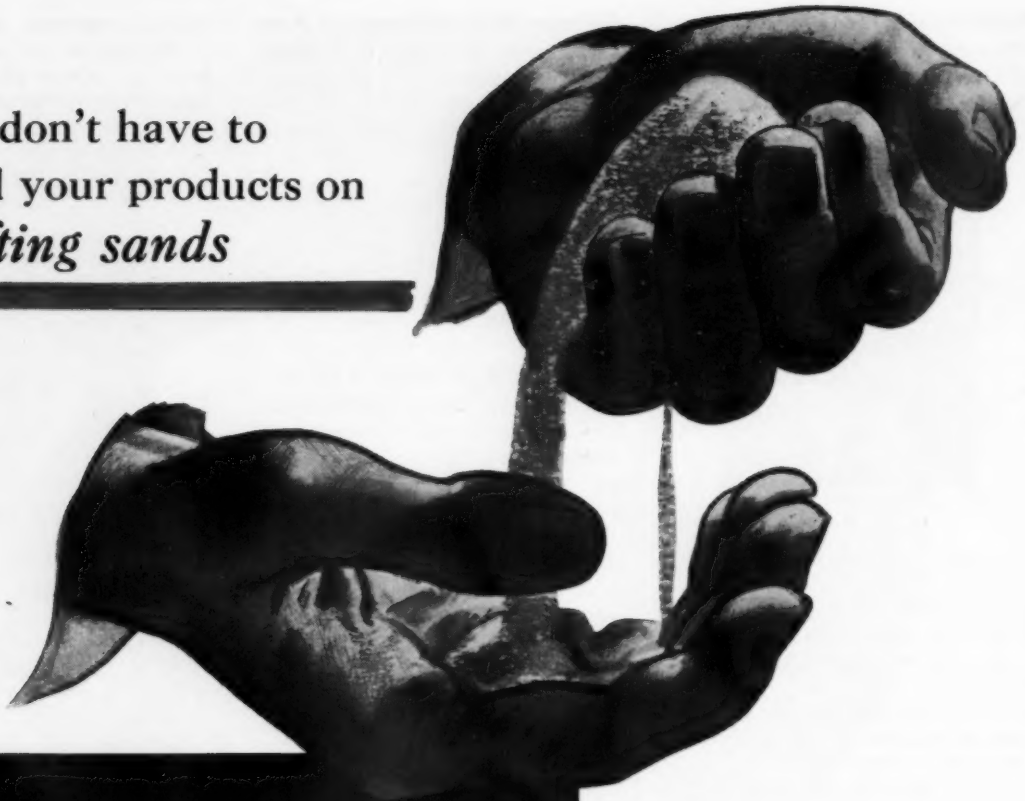
shifting sands



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Made from 100% pure Pennsylvania crude oil, Penn-Drake Petrolatums have superior smoothness and blending characteristics. They resist oxidation, light and heat; and there is absolutely no rancidity or odor to cover up. These high quality pure petrolatums are furnished in all grades and colors from super-white to dark green.

Penn-Drake Petrolatums are extremely low in unsaturated hydrocarbons, and do not sweat because of the separation of liquid and solid hydrocarbons.

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Refinery at KARNS CITY, PENNSYLVANIA
Branches: Cleveland, Ohio; Edgewater, N. J. *Representatives in Principal Cities*
MAKERS White Oils (U.S.P. and Technical); Petrolatums (all grades and colors); INSECTI-SOL (deodorized insecticide base); Deodorized and other Naphthas; Petroleum Sulfonates; Waxes; Industrial and Motor Lubricants and Greases; Fuel Oils, and other petroleum products.

Hauge Visits Here

Armand Hauge, managing director of Marwell Hauge, A. S., one of the leading manufacturers of cosmetics and perfumes in Norway will visit the United

ARMAND HAUGE

States in April with the view of introducing products of American manufacturers on the Norwegian market. During his stay, Mr. Hauge will visit New York and Indianapolis.

Owing to the prevailing restrictions at the present time, it is impossible for Norwegian firms to import foreign cosmetics and perfumes regularly therefore the only way to do a reasonable business is to have local Norwegian firms to manufacture products on a royalty basis.

Along with cosmetic manufacturers, Mr. Hauge is interested in representing American pharmaceutical firms.

Abbott Sales Rep.

Louis F. Sladky, sales representative for Abbott Laboratories in Chicago, has been named manager of district 34, with headquarters in Chicago. He succeeds J. R. Biederman.

Stokes & Smith Appointments

In line with the addition to its sales fields Stokes and Smith Company, wholly owned subsidiary of Food Machinery and Chemical Corporation, has appointed Carl E. Schaeffer general manager in charge of both paper box and packaging machinery.

G. F. Twist, formerly manager of the Corporation's plant at New Haven, Ind., has been appointed division manager at Philadelphia.

At the same time it was announced the sales and service for the Pacific Coast and Mountain States, formerly handled by Mailler Searles, Inc., will be taken over by Anderson-Barngrover Division, Food Machinery and Chemical Corporation, San Jose 5, Cal.

GIVAUDANIAN Expands

The Givaudanian, well-known house organ of Givaudan-Delawanna, Inc., 330 West 42nd Street, New York 18, N. Y. has increased in size and scope, as of the January 1949 issue. This monthly publication is now twelve pages, is printed in three colors, and contains several new features and departments. The new Givaudanian makes its appearance on the eve of the twenty-fifth anniversary of Givaudan-Delawanna. Among the features of the first, newly expanded issue is a column of notes, entitled "Paragraphs," an article on "Specialties—A Master Key to the Kingdom of Perfumery," a report on the market in perfume raw materials, a summary of recent price changes of aromatic chemicals, a book review column, The Perfumer's Corner, devoted to a discussion of the role of the fixative in perfumery, two advertisements, a cartoon, and other illustrated material.

Society of Perfumers Meeting

At the regular monthly dinner-meeting of the American Society of Perfumers, Inc., held February 16 in New York, Dr. Herman Goodman, associate clinical professor of Dermatology at New York University Medical College gave an interesting talk on "Guesses on Odor and Odor Perception."

A guest at the same meeting was William A. Poucher of England who is paying his first visit to America. Mr. Poucher is an internationally famous perfumer and chemist and the author of "Perfumes, Cosmetics and Soaps." He spoke briefly of some of his humorous experiences as a perfumer and cosmetic chemist.

Another well-known figure in the perfume and cosmetic field, Kurt P. Wimmer was also present.

Sigler in New Post

Carl Sigler, former sales manager of Bauer & Black Company, and Grove Laboratories, has been appointed director of sales promotion for the Jones Metal Products Company, West Lafayette, Ohio.

Emulsol Expansion

The Emulsol Corporation, Chicago, has broken ground on the new 21,000 square foot addition to the organic chemical plant at 1914 S. Kilbourn Ave., Chicago, that will cost approximately $150,000 and be used as warehouse space and manufacturing facilities.

Puetzer In Research Post

Dr. Bruno Puetzer, former research director for the Vick Chemical Company, has joined Schenley Industries, Inc., as assistant to Dr. E. C. Williams,

DR. PUETZER

vice president in charge of research.

In his new post Dr. Puetzer will engage particularly in professional research and development, a field in which Schenley is a large producer of penicillin.

Before joining Vick, Dr. Puetzer, was research director and assistant manager of the Winthrop Chemical Company and the Bayer Company at Rensselaer, N. Y.

Stose Heads Tour Chemical Engineering

Harold F. Stose has joined the engineering consulting firm of Sam Tour & Company, Inc., as head of the chemical engineering department.

A graduate of the Massachusetts Institute of Technology's Chemical Engineering Practice School, Mr. Stose received his B.S. in 1921 and his Master's the following year.

Coast Convention of A.C.C.L. March

The Western division of the American Council of Commercial Laboratories holds its annual meeting in San Francisco, March 26.

Dr. Roger W. Truesdail, president of Truesdail Laboratories, Inc., Los Angeles, is chairman.

Roubechez Inc.

Roubechez Import Company has changed its name and henceforth will do business under the name of Roubechez Inc. The address remains the same, 8 E. 12th St., New York 3.

The company will be under the management of F. H. Sloan, president, H. B. Howard, vice president, and A. F. Anderson, secretary-treasurer.

Sharp & Dohme Sales Changes

The appointment of William G. Knapp, formerly manager of the Cuban subsidiary, to the position of assistant sales manager of Latin American sales for Sharp & Dohme, Inc. has been announced.

A graduate of the Philadelphia College of Pharmacy and Science, Mr. Knapp has been associated with Sharp & Dohme since 1939. He served in the Navy from 1942 to 1946.

He succeeds J. D. Jackson, who has resigned after 18 years of service. Succeeding Mr. Knapp as manager of the Cuban subsidiary is A. D. W. Freund, formerly sales supervisor for the Near East.

Mr. Freund's former position will be filled by T. A. Coppens, who was previously a sales representative in England and Ireland. He will make his headquarters in Cairo, Egypt.

C. N. Kaminis, formerly a sales representative in Puerto Rico, has been named assistant manager of the Mexican subsidiary. Replacing Mr. Kaminis in Puerto Rico is G. R. Warner, a new appointee. At the same time the appointment of C. H. Howell, Jr., as territorial sales supervisor for the Near and Middle East was announced.

Everett to Distribute Lin-Bren

David Platt, president of the Lin-Bren Products Corp., has announced the appointment of Charles K. Everett Ltd. as exclusive distributors for Lin-Bren creations, which consist of carry-alls, compacts and cigarette cases. Lin-Bren Corp. has received the exclusive rights to use Koroseal in the manufacture of these products. Mr. Everett is well known in the industry and maintains a showroom and offices at 347 Fifth Avenue, New York.

Spence Retires

Guy Rocherolle, president, Roger & Gallet, has announced the retirement of William J. Spence, Sr. as sales manager. Mr. Spence has been with Roger & Gallet since its inception in America in 1912. He started as cashier on January 1, 1920 and later became a salesman for the eastern seaboard territory. In 1940 he was promoted to the position of sales manager which position he has held up to the present. Mr. Spence, however, will be retained in an advisory capacity to Mr. Rocherolle. Mr. Spence has two sons also associated with Roger & Gallet, W. J. Spence, Jr., who cover the Pacific northwest and Justin J. who is in the Chicago territory.

A. C. Gogarty Joins Penick

Arthur C. Gogarty, well known in the perfume compound industry has joined S. B. Penick & Company in the capacity of special sales representative.

Mr. Gogarty is the son of the late B. J. Gogarty who was for many years associated with the Penick Company.

Son to B. T. Bush Jr.

Another member has been added to the fast growing clan of the Bush family, and as this magazine goes to press the total of grandchildren now in the Bush family stands at 14.

B. T. Bush III was born February 23, to Mr. and Mrs. Tom Bush, the younger son of B. T. Bush.

Four members of the Abbott Laboratories Quarter Century Club receive watches from Dr. Ernest H. Volwiler, executive vice president. In the usual order they are A. D. Brush, H. A. Kaufman, Dr. Volwiler, Norman Hansen and George Manz.

Fink in Europe

Peter Fink, advertising director for Lucien Lelong, Inc., sailed from New York on February 10 on the Queen Mary. He plans to spend six weeks in Paris with Monsieur Lucien Lelong, assisting with the decorating of the new salon at 6 Place Vendome which will be opened in April, and the designing of the package for Lelong's newest perfume to be introduced in the Fall.

Forvil Opens Office

Forvil Perfumes, Paris, has opened a New York office and showroom at 509 Fifth Avenue for the United States distribution of Forvil perfumes. Charles Stutzer is in charge of the office and showroom. The firm name is now Forvil Perfumes Distributors (US) Inc.

Matchabelli and Seaforth Salesforce Combined

H. Robert Marschalk, president and general manager of Seaforth, and Paul W. Pearson, vice president and sales manager of Prince Matchabelli, have announced a new sales plan which makes use of four Prince Matchabelli specialists and a combined sales force which will represent both companies. Phyllis Crane, Vladislaus Gretchina, Beatrice Amos Graves and Catherine Lively, will continue to represent Prince Matchabelli, Inc. in the metropolitan areas of the east, midwest, south and west respectively. In addition there will be a combination sales force of men who will represent both Prince Matchabelli and Seaforth. Hugh D. McKay, chairman of the board of both companies, said that this would result in more effective coverage for both. Territories were realigned and the combination sales force consists of Charles Lineaweaver, Clifford Westley, H. Robert Steinacher, Robert G. Parker, Charles Percival, Lawrence E. Horner, Lee G. Offen, William K. O'Brien, Frank Wanamaker, J. Hanway.

Kallman Joins Dana Perfumes

J. L. Younghusband, president, Dana Perfumes, Inc., Chicago, has announced the appointment of L. R. Kallman as vice president of the firm. Mr. Kallman was associated with Mr. Younghusband from 1923 to 1940 at which time he organized his own cosmetic business, the principal product being Crowning Glory Cold-Wave permanent. Mr. Kallman will be located in the Chicago office of Dana.

Orr Named Merrell Gen. Mgr.

George W. Orr, Jr., has been promoted to the post of general sales manager of the Wm. S. Merrell Company in Cincinnati.

GEO. W. ORR, JR.

Mr. Orr has been associated with the Merrell Company for the past eleven years, holding the positions of assistant advertising manager, advertising manager and administrative assistant to the vice president, prior to his latest appointment.

As general sales manager, he will be in charge of all sales operations and field personnel for the Merrell organization.

Professional Service Representatives Assn.

After several pre-organization meetings, a group of 36 representatives serving the medical profession in Atlanta elected the following officers on February 11. President, E. E. Rader; Similac, vice president, A. P. Laseter, Bilhuber, and secretary-treasurer, H. C. Palmer, U. S. Vitamin; On the board of directors are: Douglas Graham, Walker Vitamin; C. T. Harrell, Bristol Laboratories, and Bill Jones, E. R. Squibb & Sons.

The association was founded to promote better understanding, cooperation and relationship between its members and the medical and allied professions it serves.

Felton Celebrates 25 Years

The Felton Chemical Company played host to approximately 200 people at a dinner dance celebrating the company's twenty-fifth anniversary.

The affair, held at the Hotel Bossert, Brooklyn, saw the presentation of awards to employees who have been with the firm for twenty years, and the officers of the company were presented a silver plaque as an expression of esteem by the employees.

Louis Gampert, vice president, addressed the guests, and introduced Dr. Joseph Felton, president, who reviewed the history of the company.

Kiefer Representative Moves

Burnard C. York Packaging Machinery, representatives for The Karl Kiefer Machine Company in the Illinois, Wisconsin and Minnesota area, have taken larger quarters and are now located at 5807 West North Ave., Chicago 39, Ill.

Members of a round table forum during the meeting of the Eastern Regional Convention of the American Pharmaceutical Manufacturer's Association held February 7-9. Shown from left to right: Dr. F. F. Yonkman, director of research, Ciba Pharm. Inc.; Seated, Francis C. Brown, President, Schering Corp.; Roland J. Dahl, vice president, E. R. Squibb & Sons; Standing: Dr. Francis Chilson, Industrial Consultant, and Dr. Gustav J. Martin, director of research, The National Drug Company.

Stokes Takes Neill's Place

Sidney N. Stokes has succeeded John F. Neill as New York Manager of Merck & Company, Inc. Mr. Neill resigned due to illness and a desire to take

SIDNEY N. STOKES

up residence in the West.

Mr. Stokes joined the company in 1934 after graduating from the University of Pennsylvania's Wharton School. He served in the sales and promotion divisions of the company until 1942, when he enlisted in the Navy. He was a lieutenant commander in the Supply Corps.

Monssnto Academic Leaves

Four Monsanto Chemical Company scientists have been named by Dr. Carroll A. Hochwalt, vice president coordinating research and development, to receive leaves of absence at full salary for an academic year to study at universities of their choice.

Those named were: O. C. Jones of Anniston, Ala., R. W. Radue of St. Louis, S. H. Rider of Springfield, Mass., and Q. A. Trementozzi of Dayton, Ohio.

This brings to fifteen the number of Monsanto scientists who have received academic leaves of absence for technical personnel since the program was established in 1946. The Monsanto plant is designed to encourage the scientific work and development of technical personnel in physics, chemistry and chemical engineering. It represents a new move in American Industry to enable scientists to renew their studies and to establish close cooperation between industry and the university laboratory.

The company also offers a parallel program for non-technical personnel interested in administration and executive development. Four men from this group are sent each year to the Advanced Management Training Course of the Harvard University School of Business Administration.

CINCHOPHEN N. F. PHENYLCINCHONINIC ACID 2-PHENYLQUINOLINE-4-CARBOXYLIC ACID

The older notions regarding an etiologic relationship between cinchophen and acute yellow atrophy of the liver or acute hepatitis are now considered to be without foundation. (1)

Cinchophen and its derivatives increase the permeability of the kidneys selectively to uric acid, and therefore greatly increase the excretion of urates in the urine. (2)

Cinchophen is useful in acute gout; it relieves pain in this disease, acting more promptly than colchicum and, when proper dosage is used, generally without undesirable side effects. (2)

Calco Technical Bulletin No. 722 on the subject of Cinchophen, Neocinchophen, and other Phenylcinchoninates, is available.

(1) Editorial. J. Am. Med. Assn. 133, 1157 (April 12, 1947).
(2) New and Nonofficial Remedies, 1947.

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- Sulfathiazole U.S.P. (powder, crystal and micro crystal)
- Sodium Sulfathiazole U.S.P.
- Sulfapyridine N.F.
- Sodium Sulfapyridine
- Sulfabenzamide
- Sodium Sulfabenzamide
- Aminoacetic Acid N.F.
- Calcium Pantothenate (Dextro)
- Choline Chloride
- Choline Dihydrogen Citrate
- Cinchophen N.F. (and Sodium Salt)
- Dicumarol
- Folic Acid
- Neocinchophen U.S.P.
- Mandelic Acid N.F.
- Calcium Mandelate U.S.P.
- Menadione U.S.P.
- Methylene Blue U.S.P. (powder and crystal)
- Nicotinic Acid U.S.P.
- Nicotinamide U.S.P.
- Nicotinamide HCl.
- Pyridoxine HCl.
- Saligenin
- Propylthiouracil
- Phenothiazine N.F. (Regular and Drench grades for Veterinary use)
- Certified Colors for Pharmaceutical and Cosmetic Use

*In keeping with long-established policy, the above products are offered to ethical Pharmaceutical and Veterinary Manufacturers only.

PHARMACEUTICAL DEPARTMENT • CALCO CHEMICAL DIVISION

AMERICAN Cyanamid COMPANY

BOUND BROOK, N. J.

Alexander Drug Company Joins McKesson

The Alexander Drug Company of Oklahoma City, Tulsa and Amarillo, Texas, officially began operation March 1, as part of the national wholesale drug distributing organization of McKesson & Robbins Inc.

Alexander Drug will have the benefit of McKesson and Robbin's national buying organization, sales and sales training programs and other resources for the further development of sales and services to its retail customers. These divisions will be part of McKesson's Southwest region which is under the general supervision of Jesse W. Wynne, regional vice president. It will be the first time that McKesson has had an operating division in Oklahoma.

L. I. Fitschen is the president of Alexander Drug and formerly was president of the National Wholesale Drug Association. He now becomes a vice president of McKesson & Robbins. Managers of Alexander Drug divisions, who will continue under McKesson ownership are, Max J. Swarner, Tulsa and S. H. Coker, Amarillo. They have been made assistant vice presidents.

T. G. A. Convention

The Toilet Goods Association holds its convention May 17-19, at the Waldorf Astoria, New York.

In Ad Post

F. M. Schwemmer, formerly merchandising manager of Sterling Drug Centaur division and prior to that with McKesson & Robbins, has been elected vice president of Ruthrauff & Ryan, Inc., specializing in the retail, wholesale, and manufacturing phases of the drug industry.

Moorman Joins Personal Corp.

J. S. Moorman, for the last three years assistant advertising manager of the Colgate-Palmolive-Peet Company, has been appointed director of the Modess Division of the Personal Products Corp.

Mr. Moorman has had extensive experience in selling and advertising and was associated previously with the American Tobacco Company and McKesson and Robbins. During the war he was in the Navy as an air operations officer.

ADMA Convention

The American Drug Manufacturers Association will be held April 4-7 at the Boca Raton Club, Boca Raton, Fla.

Sterling-Winthrop Lab Nears Completion

Sterling-Winthrop Research Institute will move into its new $3,000,000 laboratory building in June of this year, Dr. Maurice Tainter, vice president and director has made known.

The four-story building is located on a knoll on the east bank of the Hudson River, overlooking the plants at Rensselaer of Winthrop-Stearns Inc.

A division of Sterling Drug Inc., the Institute conducts research for all operating Sterling divisions and subsidiaries which have a total of 51 plants and 118 branches throughout the world.

DCAT Speaker

Ferdinand Eberstadt, chairman of the committee on the National Security Organization of the Hoover Commission, addressed the annual dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, March 10. Over 2,000 leaders in the industry from all parts of the country attended the dinner.

A memorial tribute paid to the late Ralph E. Dorland of Dow Chemical Company, past section chairman was another feature of the evening.

Lloyd I. Volckening of the Ivers-Lee Company, section vice chairman was in charge of the dinner arrangements committee. J. P. Remensynder of Heyden Chemical headed the reception committee, with Clark L. Rodgers of Owens-Illinois as vice president. Carle M. Bigelow of the Calco Chemical division of the American Cyanamid Company was honor guest committee chairman, assisted by Harold M. Altshul of Ketchum and Company. The program committee was headed by Fred J. Stock of Chas. Pfizer and Company.

Heads Edwal Purchasing Dept.

The purchasing department of Edwal Laboratories, Inc., has been reorganized and moved to Ridgewood, Ill., Dr. Walter S. Guthmann, head of Edwal has made known.

Leon H. Grosby, Edwal plant manager at Kingwood, has taken over the direction of the purchasing department in addition to his other duties. Edwal's expanding production was said to require a closer alliance between the purchasing and production departments in order to achieve better synchronization of enlarged raw material purchases and plant production schedules.

Mr. Grosby will be at Edwal's office at 732 Federal St., in Chicago each Tuesday to meet suppliers sales representatives. Wilson Thomas, who formerly handled Edwal's purchases for the past two years, has resigned to accept a similar post with Stresen-Reuter in Chicago.

Awards of merit were given to five members of Abbott Laboratories staff of the research, development and control departments. Shown here are the recipients with Prof. Roger Adams, head of the chemistry department of the University of Illinois and chairman of the board of the American Chemical Society. Left to right, they are, Elmer F. Shelberg, microanalytical dept.; Fred J. Kirchmeyer, head of the pharmaceutical research dept.; Prof. Adams; Dr. Arthur W. Weston, group leader in organic chemistry research; Fred J. Helgren pharmaceutical research dept.; and James E. Rundell, assistant manager of the development laboratory.

New Ross Rep. in N. Y.

W. A. Radford, 509 Fifth Ave., New York, has been appointed New York representative for the A. H. Ross Company, Inc.

Mr. Radford and his associates succeed the former representative, A. G. Horney of Horney and Company.

Lawrence Named President

At a recent meeting of the board of directors of the Davis and Lawrence Company, Dobbs Ferry, N. Y., G. Douglas Lawrence was elected to the presidency. Mr. Lawrence has been associated with the company since 1935 and for the past six years has served as general manager. He succeeds his father, Dudley B. Lawrence who becomes chairman of the board.

Merrell Co. Appointments

Thurston Merrell, president and general manager of the Wm. S. Merrell Company, has announced that Frank N. Getman, secretary of the company, was elected vice president and assistant general manager. Herman W. Schuster was advanced to assistant comptroller-treasurer, and John F. Bradley was named assistant secretary.

The other officers of the company, in addition to Mr. Merrell are, E. L. Mabry, chairman of the board, Nelson M. Gampfer, vice president in charge of sales, Robert S. Shelton, vice president and research director, and Wm. J. Ransom, comptroller-treasurer.

Polak & Schwarz Anniversary

Polak & Schwarz of Zaandam, Holland, celebrated its sixtieth jubilee with an anniversary dinner attended by over 1000 persons.

High point of the event was the notification from Queen Juliana, that Adolf Schwarz, director of the organization, had been elevated to the rank of Knight in the Order of Orange Nassau.

Polak & Schwarz, New York, participated by remote control in the celebration by sending flowers to Mr. Schwarz, together with the congratulations and good wishes of the executive staff and employees.

S & D Promotions

Elmer W. Metzger has been named director of domestic branches and Don M. Robertson products marketing manager for Sharp & Dohme Inc.

E. W. METZGER

Mr. Metzger has been with the company since 1910, starting as shipping clerk in the Dallas branch. In 1914 he was appointed manager of the Memphis branch office. In 1918 he returned to Dallas as branch manager

D. M. ROBERTSON

and in 1942 was appointed manager of Western branches. Named branch field supervisor in 1944, Mr. Metzger was given the responsibility for all the company's domestic branches and continued in that capacity until he was made manager of domestic branches in 1947.

Mr. Robertson joined S & D in 1934 as a sales representative in Chicago. He became assistant district sales manager of that district in 1940 and was called to Philadelphia in 1943 to serve as a member of the sales staff in the general offices. In 1947 he was named products marketing supervisor and served under that title until his current promotion.

Gair Acquires Dowd Co.

George E. Dyke, president of Robert Gair Company, Inc., has announced the purchase of the business and properties of M. S. Dowd Carton Company, Groton, Conn. The Dowd business will be operated in conjunction with the folding carton department of Gair's Montville, Conn., mill. Lloyd E. Gallup, former president of Dowd, has joined Gair's folding carton sales staff in New England.

Thomas E. Cathcart, Jr., has been appointed as New England sales manager for folding cartons. In this capacity he will be responsible for the direction and development of folding cartons.

J. D. Malcolmson, director of products development at the same time announced the appointment of Alan Grayson Lynn to his department. Mr. Lynn will conduct packaging surveys in customers plants and act as assistant to Mr. Malcolmson.

Two Owens-Illinois Changes

Two changes in the field organization of the market development department of Owens-Illinois Glass Company have been announced by Smith L. Rairdon, vice president and general sales manager.

Newell A. Pontet, district manager of the market development department for the Western area of the Glass container division, is being transferred to the Dallas branch.

He will be succeeded in Chicago by George Deppman, Toledo field merchandising representative, who is being promoted to the post of district market manager in charge of the Western area.

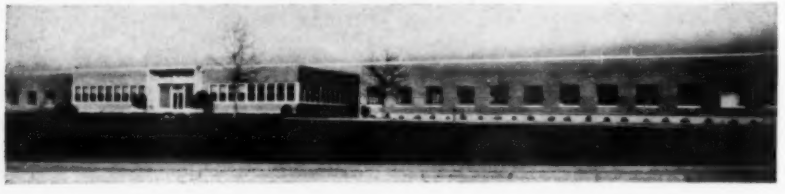
Mr. Pontet is a veteran of sixteen years with the glass concern, and Mr. Deppman joined Owens-Illinois in 1947.

Polak & Schwarz Canadian Rep.

Polak & Schwarz announce the appointment of Tony Burlinson to take charge of its recently established branch Polak & Schwarz Ltd. (Canada).

Mr. Burlinson is a native of London and a graduate of Bancroft's School, Woodford, Essex. He served with distinction in the R.A.F. during the recent war. Before his present appointment, Mr. Burlinson was transferred from the Enfield office to the Zaandam plant. He and his wife are now permanently established in Toronto.

The new plant that will house Plough Sales Inc., in Memphis. Located on more than 13 acres of land the structure will consolidate under one roof all operations now carried out in eight separate plants.



Dr. Flosdorf on Mexican Trip

Dr. E. W. Flosdorf, director of research and development, F. J. Stokes Machine Company, is at present on a visit to Mexico City assisting Dr. Saturnino Guzman, Jr., director of Hygiene and Asistencia in Mexico, in starting the operation of a new laboratory, which has installed the first production-size equipment for freeze-drying in that country.

Dr. Flosdorf, in a consulting capacity, assisted Dr. Guzman in the design, equipment and selection of personnel. The new laboratory, conceived and organized by Dr. Guzman, is a notable forward step in the interest of the health of Mexico.

Ungerer Catalog

A 28-page, catalog has been issued by Ungerer & Company, 161 6th Ave., New York 13, containing information on the company's products.

Included in the booklet are 267 essential oils, 275 aromatic chemicals and a page of sundry products. Also described are the superfine distillates of Stafford Allen & Sons Ltd., London.

Lantz to Retire

John J. Lantz retired as head of the crude drug department, Charles L. Huisking & Company, March 1, after thirty-four years of active service with that firm.

He joined the Huisking in 1915. Prior to that he was with J. L. Hopkins & Company, and the Atlantic Import Company.

Morone Joins MM&R

P. J. Morone has joined the staff of the export department of Magnus, Mabee & Reynard, Inc. Mr. Morone, who previously was with the manufacturing division of McKesson & Robbins, will serve accounts in the greater New York area.

Snell To Receive British Award

Foster Dee Snell, president of Foster D. Snell Inc., has been named by the Society of Chemical Industry, London, to receive the Society's Gold Medal for 1949.

The Medal is awarded bi-annually by the Society's council to a person "who has attained eminence in applied chemistry." The medal was first awarded in 1896 and has been given to an American only once before, Professor Ira Remsen in 1904.

Dr. Snell will receive the medal at the Society's meeting in Manchester, England, in July, when he will deliver an address on a phase of surface activity. His special field of personal interest is surface active phenomena.

Abbott Veteran Honored

Eighty-six employees of Abbott Laboratories who have served more than 25 years with the company were honored with gold watches at ceremonies held February 15 in the Abbott Auditorium. They represent a total of 2673 years of service.

Presentation of the watches was made by S. DeWitt Clough, chairman of the board.

Herbert Storfer Married

Maxine Phillips, daughter of Mr. and Mrs. Frederic A. Phillips, New York was married February 21, to Herbert Furman Storfer, son of Mr. and Mrs. Benson Storfer of Bronxville, N. Y.

Mr. Storfer was graduated from Dartmouth College and is vice president of Parfums Corday, Inc. He and his bride left after the wedding for a four month trip to France where he will study perfumery in the parent Corday house in Paris and Grasse.

Innis, Speiden Appointment

Two new appointments by Innis, Speiden & Company, in the management of the company's Isco chemical division at Niagara Falls, have been announced by W. H. Sheffield, Jr., vice president.

E. T. Ladd, vice president and works manager, has been made vice president in charge of the Isco chemical division.

C. H. Berle, who was appointed assistant works manager a year ago, has been appointed works manager of the division.

New Plant for Givaudan

A new, modern two-story plant for the manufacture of perfume raw products, has been completed for the Givaudan Corporation, at Delawanna, N. J., by the Wigton-Abbott Corporation, contractors.

The building contains facilities for the perfume specialty department of the company, as well as for the packaging and shipment of all products sold by its subsidiaries, Givaudan-Delawanna, Inc., and Sindar Corporation.

Mrs. H. G. Robinson

Mrs. Margaret Robinson, forty-six, died February 19 at the Mercy Hospital, Rockville Center, L. I., after a long illness.

She was the wife of Harold G. Robinson, vice president of Whitaker, Clark and Daniels Inc. Surviving are her husband, a sister and three brothers.

Joseph J. Dreyer

Joseph J. Dreyer, retired recently as general manager of the New Jersey Wholesale Drug Company, died February 11. Mr. Dreyer was former president of the Federal Wholesale Druggists Association and was long active in its affairs. He was sixty-six years old.

Mr. Dreyer joined the New Jersey Wholesale Drug Company as manager when it was organized in 1919. He was formerly associated with the sales force of McKesson & Robbins, Inc.

F. J. Griffiths

Frederick J. Griffiths, chairman of the board of the Pennsylvania Drug Company and secretary-treasurer of the National Association of Retail Drug Stores, died February 5, at Port Chester, N. Y., after a brief illness. He was 69 years old.

Born in Buffalo, Mr. Griffiths entered the retail drug trade there at the age of 16. In 1910 he joined the recently formed Pennsylvania Drug Company as a store manager.

Elected president in 1927 he took a leave of absence in 1929 to become the first president of the United Cigar-Whelan Stores Corporation. He held this post for three years and then returned to the presidency of Pennsylvania Drug. In 1946 he moved to the board chairmanship.

In 1933 Mr. Griffiths helped establish the National Association of Chain Drug Stores, which he thereafter served as secretary-treasurer.

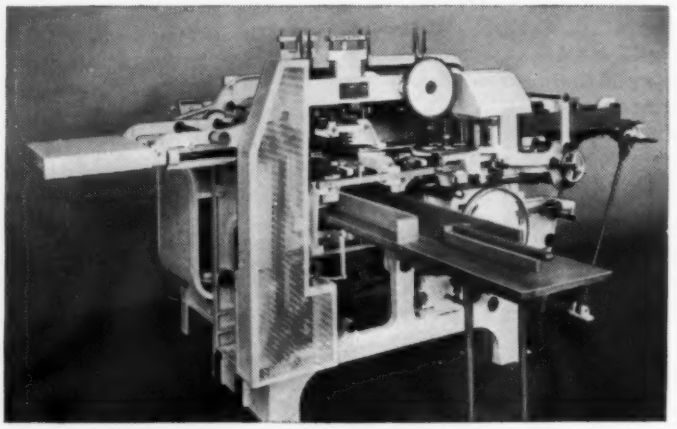
R. K. Snow

Roscoe Kent Snow, who retired in 1946 after more than a quarter-century in the pharmaceutical sales division of the Dow Chemical Company, died of a heart attack at his home in Midland, Mich., February 13. He was seventy-one years old.

"Rock" Snow was a well-known figure in drug circles. He was a native of Syracuse and started his business experience in a retail drug store. After being a representative for the Upjohn Company and the H. K. Mulford Company, he joined the Dow Company in 1919.

Two sons survive him, Brook Hill Snow and Kent Snow, both of Bay City, Mich.

new Cost Reducer



MODEL F-10-J
BUNDLING MACHINE
for small-sized packages

Machine bundling has proved to be a most effective way to reduce costs—and is being adopted by a steadily growing number of manufacturers. This new machine is designed especially for those whose products come in comparatively small-size packages. It is only two-thirds the size of our standard F-10 model.

Using strong kraft paper, the Model F-10-J bundles packages in dozen or half-dozen lots. Quickly adjustable for numerous sizes, a single machine may be used to bundle an entire line. Packages may be stacked in a variety of combinations. Printed end-seals are cut from a roll, and applied automatically. Closely packed and tightly sealed, the bundle is strong and compact—withstands handling surprisingly well.

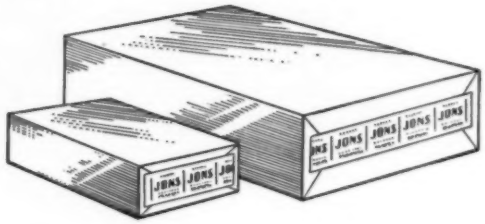
Makes Many Welcome Savings

Machine bundling eliminates the need for costly cardboard boxes . . . Saves up to 60% on material costs alone! Bundling paper weighs less than boxes; therefore shipping costs are reduced. Moreover, the problem and expense of storing quantities of boxes is eliminated. And, since one operator can turn out up to 24 bundles per minute on the Model F-10-J, substantial savings are also made on labor costs.

Get the complete details on this proven cost-reducer from our nearest office today.

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DENVER
LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D. F.



Quickly adjustable for various sizes

•

Bundles cartons in dozen or half-dozen lots

•

See us at the
PACKAGING SHOW
Atlantic City Auditorium
May 10-13 Booth 316

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

Production Forum

By FRANCIS CHILSON
Industrial Consultant

Health Insurance II

Responsible people in the trade are saying we'll have national health insurance within two years. I'm sure we will have it in less time than that if in fighting the proposal the AMA utilizes its customary, high-pressure lobby tactics to bulldoze the government. Uncle Sam is "sot" in his ways. Right now, if I am any judge of public opinion, the public is squarely on the side of the government. I think the public already resents the fact that the AMA plucked three and a half million dollars from its doctor members to fight the government on this issue. In the eyes of a large part of the public, the AMA is notorious for obstructing many seemingly constructive measures for improving medical care or reducing its cost. Remember its attack on Kaiser's clinic when Boulder Dam was being built? Remember all its other attacks and high pressure methods in regard to other clinics and cooperatives?

For the sake of the country, for its own sake and ours, I hope the AMA will, instead of bullheadedly fighting the government all along the line, offer its own plan for correcting inadequacies and suggest constructive uses for the money the government is determined to spend. That the government will spend a lot of money in providing medical care you can bet your last dollar on—with the cooperation of the AMA or without it. So let the AMA develop a plan to aid the government in spending the money wisely.

To my medical friends I'd like humbly to offer some suggestions, which, if properly publicized might gain public support and afford a constructive use for government money without impairing the integrity or freedom of the medical profession.

First of all, it should be made generally known that the cost of medical care as rendered by the average family doctor is not great and that ordinary care is available now to practically everybody in this country whether they can afford to pay for it or not. People have a tendency to lump all medical and hospital expenses together and they blame their doctors for the total. The truth should be known.

Secondly, it should frankly be admitted that the cost of hospital care, laboratory tests, surgical and specialists fees is altogether too high. It is in this field that government money could well be spent.

Hospitals might be subsidized to reduce the cost of medical and nursing care and certainly most of them should be rebuilt. A majority of them are forbidding, depressing, stinking, medieval. A great many actually are dirty. Our hospitals, especially for the treatment of the insane, are little better than they were in the Middle Ages. We need more smaller and better hospitals. For one thing wards should be abolished. Every man, no matter how low his place on the social scale may be, is entitled by natural right to privacy and dignity and this right is all the more important when he is ill and maybe also down and all but out. When I was a kid in college, sick and broke, I had to lay in a ward of a big city hospital and I know what I am talking about. Wards are not any better today. Generally they are worse than they were because of overcrowding. When "health insurance" comes wards will become worse than cattle pens. From an engineering standpoint it would be possible to design a ward in which every patient desiring it could have adequate privacy without requiring the construction of complete, individual rooms. We need new hospitals, newly designed.

The food service by almost *all* hospitals isn't fit for respectable dogs. I have been in a few private sanatoria where the food and the food service were excellent, thus proving to my own satisfaction at least, that hospital food need not be tasteless, cold, unappetizing looking when it is served to patients. It's all a question of equipment, hospital design and money—and that's where some of your Uncle Sammy's money could be spent constructively. I mean our money.

There's no reason for hospitals to stink or be actually dirty as so many of them are. Control of dirt and odor

is again a question of design, equipment and management.

The cost of x-rays and other laboratory tests could be reduced by better organization and equipment, and in this field, federal money could be spent constructively without impinging at all upon the private practice of medicine.

Surgery is expensive. Part of this is due to kick backs to general practitioners; part of it is due to the fact that in many parts of the country really capable surgeons haven't enough patients to maintain themselves properly. One reason for this is that too many clucks, who are not surgery specialists, are allowed to operate. The AMA could do some reorganizing in this field and a lot of policing too. The association might for example establish a national rate scale for various operations which could be varied within limits in accord with income brackets. Again some form of subsidy or surgery insurance might be instituted to compensate surgeons for the difference between what the traffic can bear and the established scale.

Specialists are expensive and necessarily so because of the extra training and experience required and the limitations of their practice imposed on them by the nature of their specialties. We need thousands of minor Mayo clinics where a patient can get a group opinion at a price which he can afford to pay within a reasonable time.

Far be it from me to suggest that doctors are not by right entitled to earn as much as similiarly qualified professionals in other fields. On the contrary, it is, indeed, my considered judgement that on the average they do not earn enough. In any case the few money grabbers do not gouge their patients like the lawyers do. But a man can stay away from the lawyers for most of his life if not all, but when his gizzard gets tangled up with his liver he has to go to the doctor whether he wants to or not.

Since Uncle Sam is so solicitous for the health and welfare of people in the lower income brackets, why doesn't he permit tax deductions for all medical expenses? Why doesn't he also establish a medical loan fund through local banks so that people who require extensive medical care and cannot afford it, can borrow sufficient amounts without interest to meet emergencies?

It's only the medical emergencies that are really expensive.

As I said before if Uncle Sam wishes to improve the national health standard our money will be better spent in the long run, if the major portion of it is spent in research, disease prevention measures and the elimination of the environments that cause disease—and crime—in the first place.

Common Fairness

I mentioned some time ago my feeling that the fundamental fact of employer—employee relations is a deep feeling of distrust on the part of employees. Regardless of what an employer may say his employees distrust his motives, even in plants where working conditions are good and relations cordial. I think most employers tacitly recognize this fact, yet they go on doing things which accentuate this universal feeling of distrust. When labor is given a raw deal in one plant news of it travels far and wide and laborers in consequence have a feeling that all employers are alike. One would suppose that employers would all strive to allay this feeling by being candid and honest in relations with their employees always.

Last week a man came into my office and told me he had just been retired—forced to take a few month's settlement pay instead of the pension, which he had been told he would get in just eight months more. The settlement pay amounted to less than a fifth of what he would have received under his company's pension plan—assuming he lives for an additional ten years. The pension plan was sponsored and paid for by the company so my friend has no legal comeback.

The firm is a big one and is listed on the exchange. The president has taken good care of himself however because the pension plan he instituted will give him upon retirement $1,500.00 a month for life and after death, if his widow survives him, she will get the same amount for a maximum of twenty years! Not bad for Mr. Big and his missus!

In this instance I hold no brief for my old friend. Personally I think he should have been fired thirty years ago. He's a nice chap but not very competent. Nevertheless, the management of his company acquired a moral responsibility toward him for keeping him around so long and it should have been decent enough to discharge that responsibility fairly. When a story like this one gets bruited about in that organization how can its management expect any of its employees to trust its statements or its motives?

Not long ago the president of a holding corporation sent a notice to all employees of a company it had taken over, announcing emphatically that the parent company had no intention of moving the plant; no intention of laying anyone off or disturbing the existing management in any way. At the very time that notice was sent out I happen to know from first hand information that a site for a new plant had already been bought in a distant city and construction plans were being pushed with all possible speed. Is that common honesty?

Time after time I have known of plans to reduce a working force, which were kept as dark secrets until the layoff could suddenly be made. I have known such layoffs to be accompanied by notices that no more layoffs would be made under any circumstances, when the management then knew and had even fixed the date for the second layoff!

Some managements make their layoffs just before Christmas which is a crude form of brutality especially when it is known for some prior weeks that the layoff

must be made. How would you like Santa Clause make you a present of a severance slip especially if you had three or four kids and were being hard pressed to provide a decent living for them?

To say that labor is dishonest or shiftless or that it lies, too, doesn't excuse management for the same tactics. In most instances and for most of the time management has the whip hand. I don't think we'll ever have good labor relations until management sets an example by being at all times candid, fair and honest—even when it hurts as it will sometimes.

I've been criticized in the trade for favoring the labor point of view too much. I don't think I am biased one way or another. I have employees; I have operated plants and for most of my life I have been on management's side of the fence—and that's where I intend to stay. As a professional man I have a detached point of view and I believe in fairness and honesty. But I was a laborer once myself and I pride myself on being able still to look at a problem from the laborer's view just as clearly as I can look at it from the employer's point of view. We'll never have good labor relations until both sides have learned to trust each other.

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Nylon Filter Cloths

Culminating several years of research, during which time many different weaves were formulated and tested, Filtration Engineers Inc., 155 Oraton St., Newark 4, N. J., announce new Nylon filter fabrics, with complete facilities for tailoring Nylon filter cloths to fit any make of rotary vacuum or pressure filter or filter press.

The new Nylon cloths are remarkably resistant to acids, alkalies, and bacterial action. In many severe cases the Nylon cloths will last many times the life of previously used cotton fabrics. Nylon fabrics save not only in replacement costs but also in the expense of "down time" for regular changes of ordinary filter cloths.

The FEinc Nylon fabrics are much stronger and more resistant to abrasion and mechanical abuse, hence a lighter cloth (which is usually found to be more efficient than a heavier cloth) can often be selected. The FEinc synthetic cloths are remarkably easy to clean, and are woven to give the best possible combination of filtering qualities with maximum life and minimum blinding or plugging up.

These new synthetics are added to the regular line of FEinc cotton, linen, wire, porous rubber, and other filter media, all of which are available for all types of filters as well as for the FEinc String Discharge rotary vacuum filter.

Screw Capper

The Model "B" "Whirlwind," formerly mounted only with foot lever operated stand to handle caps from 43 mm. to 120 mm., has now been re-designed for operation via suspension springs to provide flexibility for hand operation. The new arrangement permits the "Whirlwind" to handle all caps from about 15 mm. to 89 mm.

Plastic caps are handled just as easily as metal caps because of the adjustable tension device which controls degree of tightening. This simple tension device is located in the hand piece where it is readily accessible.

In operation the machine is suspended from the ceiling via chain or cable. It is mounted so that the chuck

is only about a half inch above the containers to be capped. The caps are dropped on the containers by the operator. A slight pull on the hand piece brings the "tailor-made" chuck into contact with the screw cap at which time it is immediately turned and tightened to the desired degree without damage or marring. Chuck stops rotating when the cap is tightened. Operation can take place over the usual packing table or while containers are moving on a belt or chain conveyor.

Little effort is required on the part of the operator as the machine is so easy to work. The suspension spring design permits operation over a wide area thus eliminating extra steps and speeding up production.

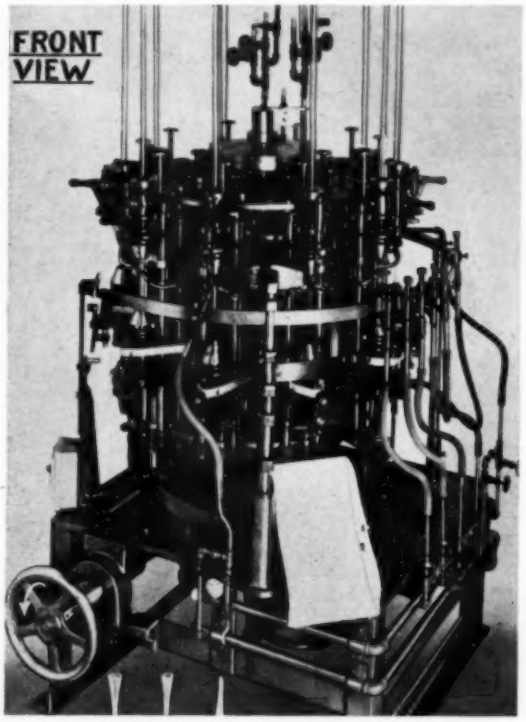
Hi-lex
KING
CLOROX
SYRUP
BRAGNO
ROACH SPRAY
MORE OUTPUT WITH LESS LABOR
● The best Filling Machine made costs you less than the cheapest machine you can buy. That is why all these famous products are handled on a U. S. Rotary Vacuum Filler. You will want to know more about this superb machine. Write us for the Filler Bulletin.
U. S. BOTTLERS MACHINERY CO.
4013 N. ROCKWELL ST., CHICAGO 18, ILL.
ROMAY
STANLEY
JOHNSON'S GLO-COAT
Mobil Hydrotone
LIQUID GLOSS
REMUZIT
LOG CABIN
Sta-Flo STARCH
Zonite

The "Whirlwind" will tighten from about 30 to 60 caps per minute depending on the operator and plant conditions. Scientific Filter Co., 1 Franklin Square, N. Y. 7, N. Y.

Automatic Ampule Making Machine

The accompanying illustration shows an improved 10-head ampule machine, marketed by the Eisler Engineering Co., Inc., Newark 3, New Jersey, capable of making three different standard types of ampules from glass tubing with approximately 35 per cent greater output than any previous construction of similar kind.

The complete assembly is mounted on a sturdy steel fabricated table structure and powered by a ½ H.P. electric motor, 1725 R.P.M., with variable speed drive.



The turret and the chucks, which are properly attached to the turret, rotate continuously around the stationary center shaft of the machine; the chucks are also kept revolving on their own axes, driven by separate gearing.

The machine is fully automatic, and the job of the operator consists only in feeding the glass tube in its full length of approximately 5 feet into the chucks.

As the turret rotates, the glass tube—in its first two positions—is preheated, passing thereafter three sets of special burners of different flame-shape and fire-intensity which in subsequent operations of Drawing, Constricting, and Bottoming, automatically perform the desired forming of the ampule. On reaching the last position the finished ampule is automatically cut from the glass by a cut-off burner, and discharged into the chute. Before the new cycle starts, the tube holding chuck is automatically opened and the released glass moves downward—in measured length—under its own weight, to be immediately thereafter clamped again in the now automatically closing chuck, and the operating steps repeat in the same manner until the glass is all used up. A shock-absorbing abutment-plate checks resiliently the drop of the tube to prevent spoilage.

Automatically controlled valves and pilot burners, carefully constructed cams and tracks govern the correct timing and processing of all acting mechanical parts and burner groups on the machine. Burners and chucks are adjustable for making different types and sizes of ampules, samples of which are shown in the illustration.

The machine can handle glass tubes with outside diameter ranging either from 8 to 20 mm. or 12 to 22 mm. and can be adjusted for making ampules in all standard heights.

Approximate production of the machine per hour is 700 to 1500 depending on the size, type, and glass material of the tube.

The machine is equipped with burners and mixers for use of gas-air and oxygen. Required gas pressure is 13 inches water column, air pressure 2½ psi, oxygen pressure 3 psi.

Label Room Humidifier

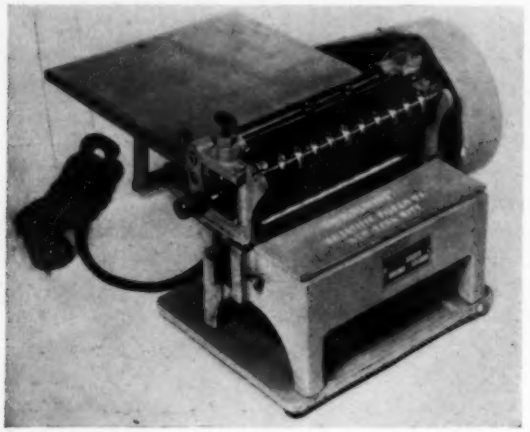
A new 12-page bulletin describing Armstrong steam humidifiers for automatically controlling relative humidity for prevention of dry air damage to hygroscopic materials such as paper, leather, wood, cork, foodstuffs, textiles and other materials in storage or in process, has been issued by Armstrong Machine Works, Three Rivers, Michigan. The bulletin also describes the effect of relative humidity on human comfort and health and explains how maintenance of proper humidity will eliminate the fire and explosion hazards of static electricity where inflammable dust, vapors or liquids are present. Tables and charts are included on desirable relative humidity in various industries, regain of hygroscopic materials, water content of saturated air at various given temperatures, installation, operation selection and prices on eight models of Armstrong steam humidifiers. Described as Humidifier Bulletin No. 1771 it is available upon request to the manufacturer.

Electric Label Paster

In designing the improved Whirlwind Electric Label Paster prime consideration was given to the fact that all parts should be instantly removable for inspection and cleaning. Accordingly, the feed and glue rollers are mounted in end plates which lift right out from the glue pan. Thus the entire working assembly is immediately accessible for thorough cleaning and quick replacement. The Glue Pan, likewise, dismounts from the base and so is cleaned quickly.

The ordinary scraper knife has been eliminated and

a system of dual glue rollers substituted for better control of glue application. The amount of glue applied to the label is easily controlled by regulating the contact between these dual glue rollers. This system is positive in action, providing accurate control



of glue application which can be closely regulated to suit the particular type of paper being used. Not only does this make for economical glue consumption but it also eliminates tendency in the label to curl, wrinkle or blister.

All glue passes between the dual glue rollers which act both as a grinding mill and a pump combined, smoothing out the glue, removing the lumps and keeping it mixed and free flowing constantly.

Stainless steel pickers are especially shaped to repel glue and permit quick removal of the labels. Bearings of oilless phosphor bronze.

Dual feed rollers rush the labels through, speeding up production so that one operator may supply several workers. The Whirlwind is designed to handle the smallest labels in commercial use. It will take labels made from paper, light cardboard and cloth up to 6″ in width. Also all types of embossed paper labels or metal seals.

Glue pot has been re-designed to permit the use of an electric heating element at bottom to keep the glue warm for special jobs where a warm glue is required, as for cloth. A thermostat is provided for regulating the temperature of the glue.

Where facilities for washing the glue pot daily are not readily available provision has been made for attaching a quick acting drain valve.

The complete machine occupies about a square foot of bench space. It is powered with a 1/20th h.p. motor working from the light circuit. Explosion proof motors are available where required.

Tablet Counter

Perfektum Products Co., 600 Fourth Avenue, New York City, has announced the introduction of the new Perfektum TabCount, tablet counting equipment. These new units provide accurate and speedy counting of such products as coated or compressed tablets, capsules (gelatin, two-piece, round or oval) pellets, losenges, saccharin and similar items.

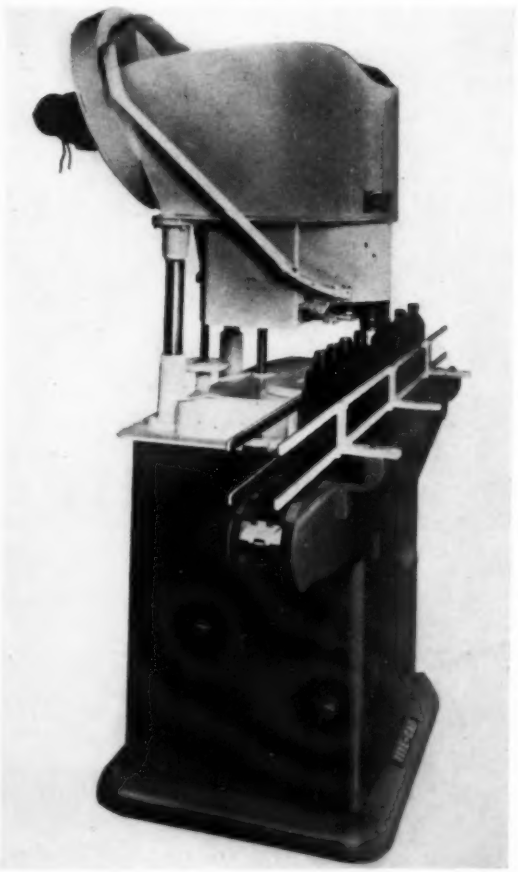
"Tite-Cap" Capper

This single head fully automatic straightaway screw capper has been improved with a new type of automatic hopper and chute assembly for selecting and delivering the screw caps to the containers. The new hopper delivers the caps at a far greater speed than normally required thus always assuring an adequate supply of caps in the chute.

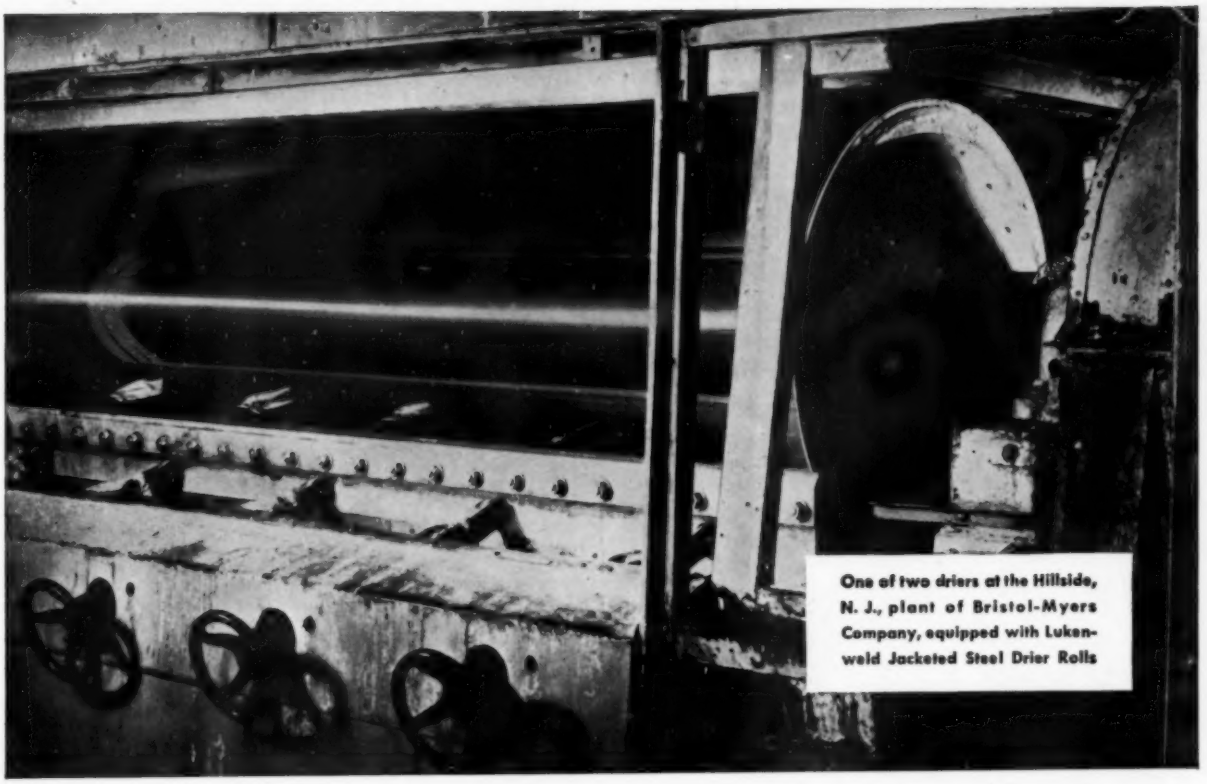
Plastic and metal caps of all shapes and sizes up to 70 mm. can be easily handled. Plastic caps, normally somewhat fragile, are delivered without breakage. A new type of chuck handles the plastic caps without damaging or even marring them. Small plastic caps for sprinkler top bottles are handled with ease.

An improved, adjustable tension device prevents breakage of plastic caps and yet provides positive tightening to any required degree.

Bottle holders and timers have recently been redesigned and simplified so that change-overs from one



size or shape of container to another can be made with minimum loss of time. Practically any size or shape of bottle or can, jug or jar is easily and quickly handled by inexperienced operators. Made by Tite-Cap Machine Co., 1 Franklin Sq., N. Y. 7, N. Y.



One of two driers at the Hillside, N. J., plant of Bristol-Myers Company, equipped with Lukenweld Jacketed Steel Drier Rolls

Bristol-Myers *Upped Production 41%* with Lukenweld Jacketed Drier Rolls

PATENTS APPLIED FOR

200 pounds of dried, flaked material every 7 to 8 minutes instead of the 10 to 11 minutes formerly required! That's how much Bristol-Myers stepped up output from these machines simply by replacing drum-type rolls of different material with Lukenweld Jacketed Steel Drier Rolls—an average increase of 41%.

No other changes were made. The increased production was entirely due to the increased drying rate and positive method of condensate removal of rolls of Lukenweld design and steel plate construction. Had steam pressure been increased above the 80 psi used in both old and new rolls, the drying rate could have been further increased.

Records since installation of the Lukenweld Rolls in 1938 show a further saving. Despite the action of a 30% saline solution, the steel plate roll faces, which are chromium-plated, have lasted over six years. In contrast, chromium-plated surfaces on the old style rolls had to be refinished every year and a half.

If you have a job calling for roll drying, you can probably do it better and faster with Lukenweld Jacketed Steel Drier Rolls. Bulletin 358 tells you about them. Lukenweld, Division of Lukens Steel Company, 482 Lukens Building, Coatesville, Pa.

We'll lend you "LUKENWELD", a 16mm motion picture with sound, highlighting our methods, facilities and products. Running time: 20 minutes. Write for booking date.

LUKENS
LUKENWELD DIVISION

LUKENWELD
DRIER ROLLS AND DRYING MACHINERY

• • SPEED SCRAP TO THE MILLS TO MAKE MORE STEEL • •

TERKELSEN MOLDED CLOSURES

are widely used by manufacturers for their eye-appealing finish.

A line of stock sizes from 10 mm. to 58 mm. with any type liner inserted.

Made in lustrous black phenolic or striking urea colors.

PRIVATE MOLD DESIGNS A SPECIALTY

Mold made to your design or we shall be pleased to submit a distinctive design for your approval.

Write us for complete information.

ESTABLISHED 1908

TERKELSEN MACHINE CO.

MOLDED PRODUCTS DIVISION

325 A STREET BOSTON 10, MASS.

Jesselson Sales Co., Inc.
347 Fifth Ave., New York 15

J. Rabinowitz & Sons, Inc.
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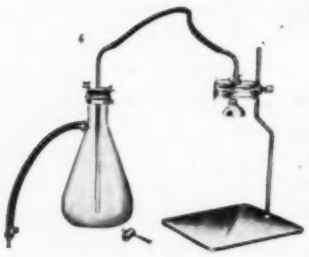

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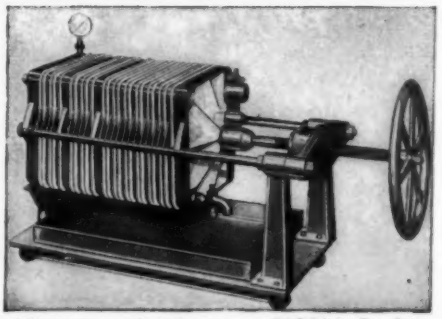

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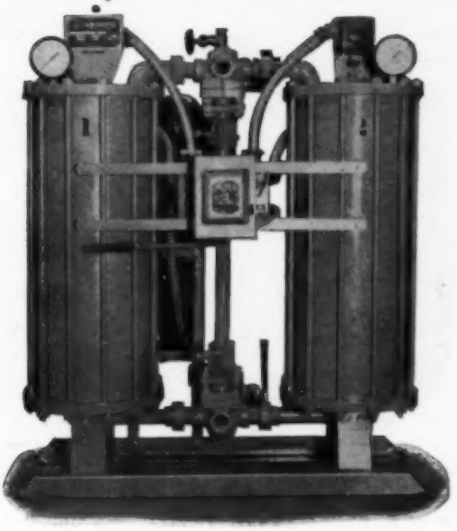

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Bacteriostatic Base for Medicinal, Cosmetic, and Toilet Preparations

J. G. Vincent recently obtained U. S. Patent 2,460,776, assigned to The Noned Corporation, on a new fluid base composition which is said to be a valuable vehicle for medicinals and cosmetics and a stabilizer for labile medicaments and antibiotics. It is said to combine the properties of a carrier and of a wetting and penetrating agent, in addition to having bacteriostatic action which is not inhibited in in vitro test by the presence of 10 per cent defibrinated blood. It is also said to be compatible with soap solutions and creams forming therewith improved shaving creams, shampoo compositions, etc.

The patent also involves new fused bentonite sulfur compositions, made by compounding fused bentonite sulfur with the fluid base above referred to.

The following represents the recipe for a stable fused bentonite sulfur cream:

	Per Cent
Fused bentonite sulfur	20.4
Urea	8.2
Sodium taurocholate	2.0
1% quince seed extract	40.9
Glycerin	6.1
Ethyl alcohol	16.7
Distilled water	5.7
Synthetic oil of rose Neil (optional)	Trace
Coloring agent (optional)	Trace

The patent gives the following formula for a shampoo which combines the fused bentonite sulfur and cream with concentrated fluid base and liquid soap in the following proportions:

	Parts
Fuse bentonite sulfur cream	40
Concentrated fluid base	16
Liquid soap shampoo (35% mild synthetic castile)	44

Among the uses of the compositions are said to be their use in the treatment of ringworm infections, both on human beings and on animals, the treatment of barber's itch, scabies, acne, and in various fungus infections of unknown etiology. The compositions are also said to be effective in the treatment of athlete's foot, dermatitis, insect bites and plant poisoning.

Recent Patents

U. S. 2,451,841—**M. J. Lewenstein—Auro-Thio-Glycolic-Acid-Anilide and Method of Making the Same.**

U. S. 2,451,853—**Therapeutic Research Corporation—Manufacture of Penicillin.**

U. S. 2,451,955—**Harry Keil et al—Composition for Poison Ivy Diagnosis. A synthetic vicinal alkyl pyrocatechol having 10 to 18 carbon atoms in the alkyl group and a carrier.**

U. S. 2,452,001—**The Imperial Trust for the Encouragement of Scientific and Industrial Research—Phenanthridinium Compounds and Method of Making Them. Trypanocides.**

U. S. 2,452,225—**P. T. Coloccia—Hair Curling Device.**

U. S. 2,452,456—**T. C. Grant—Hair Curler.**

U. S. 2,452,595—**du Pont—N(Ethyl mercury) Para-Toluene Sulfonanilide.**

U. S. 2,452,641—**Merck—Iodized Salt. Stabilized with activated charcoal.**

U. S. 2,452,653—**Merck—2-Alkylidene-3-Keto-4-Acylamido-Tetrahydrothiophene.**

U. S. 2,452,759—**Velsicol Corporation—Insecticide containing Methylated Naphthalene and DDT.**

U. S. 2,453,076—**J. T. Baker Chemical Co.—Crystallization of DDT.**

U. S. 2,453,179—**R. R. Austin—Hair Drier.**

U. S. 2,453,250—**C. Nehrke—Lipstick Container.**

U. S. 2,453,259—**E. R. Squibb—Sulfa Preparation for Animal Mastitis.**

U. S. 2,453,478—**Abbott Labs.—Phenyl—and Phenylalkylaminomethylenephenaceturates.**

U. S. 2,453,534—**U. S. A.—Process for Isolating Gramicidin.**

U. S. 2,453,564—**American Cyanamid—Ureylenethiophane Carboxylic Acids and Esters.**

U. S. 2,453,566—**American Cyanamid—Dialkyl Thioacetals of Cholestanone.**

U. S. 2,453,591—**N. J. Poux—Hypodermic Syringe.**

U. S. 2,453,621—**I. W. Chinn—Illuminated Compact.**

U. S. 2,453,627—**Ciba Pharmaceutical Products, Inc.—2-Substituted Furans.**

U. S. 2,453,729 and 2,454,092—**Parke, Davis—Benzhydryl Amino Ethers.**

U. S. 2,453,944—**Research Corp.—Pyriodoxine Derivative.**

U. S. 2,454,061—**Gulf—Insecticide-2-Ethyl-hexyl, N-Octadecyl Tetrachlorophthalamidate.**

U. S. 2,454,217—**Hoffmann-La Roche—Manufacture of Thiophan Derivative.**

U. S. 2,454,541 to 2,454,546—**Rohm & Haas—Polymeric Detergents: Phenol-formaldehyde condensates, Linear polyesters, and Quaternary ammonium compounds.**

U. S. 2,454,638—**M. W. Kellogg—Fractionation of Fats.**

U. S. 2,454,692—**Distillation Products—Tocpherol Concentrate Preparation.**

U. S. 2,454,746—**Smith, Kline & French Labs.—Cyclohexyl-alkylamines.**

U. S. 2,454,747 to 2,454,749—**Upjohn—Ascorbic Acid Esters.**

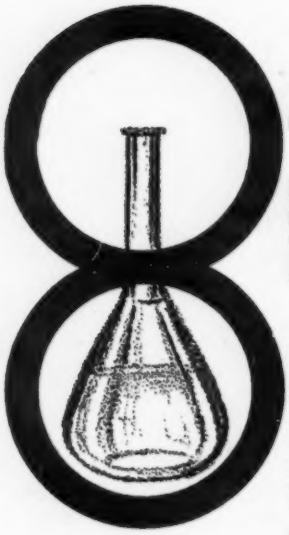
U. S. 2,454,751—**American Cyanamid—Preparation of 6-methyl Pteridines.**

U. S. 2,454,752—**American Cyanamid—Blood Serum high in specific Hemagglutinin.**

U. S. 2,454,753—**American Cyanamid—Inoculum comprising sterile calcium stearate and viable spores of Penicillium Notatum.**

U. S. 2,454,755—**American Cyanamid—Production of Toxines and Toxoids.**

Note: Copies of the above patents may be obtained from The Commissioner of Patents, Washington 25, D. C. for 25 cents each.



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Depilatories in Review

(Continued from page 295)

U.S. 1,474,512, issued November 20, 1923 for Depilatory Compound to Florence M. Cohan.

This patent is one which involves a composition for removing the hair from the face and another composition for preventing further growth of hair after the hair has been removed. The first composition comprises rosin, beeswax and oil of cloves. The second composition comprises lime water, oil of terebinthinae, hydrogen peroxide, tincture of cudbear and oil of garden lavender.

The wax-rosin mixture is softened by heat and applied to the spot over which it is desired to remove the hair. After cooling, the composition is removed by a quick motion. This is said to leave the hair ducts open and the second composition is applied in liquid form being readily absorbed by the open hair ducts and "harmlessly prevents the further growth by its action on the roots."

U.S. 1,620,539, issued March 8, 1927 for Depilator to Hugo Gernsback.

This patent deals with the "hair-pull" type of depilator and is said to avoid some of the disadvantages of such depilators by providing a strip or strips of backing material forming a flexible mounting of definite shape and size and securing to said fabric a patch of hair-entrapping material.

U.S. 1,682,181, issued August 28, 1928, for Depilatory assigned to The Delatone Company.

This patent proposes to avoid the objectionable features of sulphide-containing paste depilatories, such as the development of a repulsive color and odor. This is accomplished by mixing the sulphide, such as barium sulphide, with a light colored filler or diluent which is highly insoluble in the liquid which is utilized to form the paste, and which is chemically inert with respect to the liquid and the sulphide, and free from impurities such as iron. Barium sulphate, in particular the type generally known as X-ray barium sulphate, is specifically disclosed as a suitable filler.

Unexpired Depilatory Patents

The patents presently to be considered have not as yet expired; that is to say, they still represent legal monopolies and will continue to do so until seventeen years have elapsed from their respective dates of issue. Because of this, they will be treated in somewhat more detail than the older, expired patents.

U.S. 1,899,707, issued February 28, 1933, for Depilatory and Method of Compounding the Same, assigned to Alexander Herz.

Relatively soluble divalent tin salts are said to be excellent depilating agents when combined with other ingredients which render the preparation stable and impart to it a substantial rapidity of action upon the hair without producing an irritating effect upon the surface of the skin. Sodium stannite is a preferred depilating agent and Rochelle salts are used as a stabilizer therefor.

Claim 1 is representative of the breadth of protection and follows:

A depilatory compound for use in rapidly removing hair from the human body and containing as an active depilating agent a relatively concentrated alkaline solution of a stannite more soluble than calcium stannite, and a stabilizing agent for said stannite.

U.S. 1,954,397, issued April 10, 1934, for Depilatory, assigned to The Delatone Company.

In order to make permanently white depilatories which are relatively free from unpleasant odors, this patent suggests the use of zinc sulfide, lithopone and titanium oxide as diluents. It is said that the intense whiteness and great hiding power of these materials obliterate or mask the gray or yellow color of the relatively small amount of the gray or yellow sulfides which are used as depilating agents, and since these pigments are not discolored by sulfidic agents, they do not undergo discoloration when brought into intimate contact with the sulfide depilant.

As an example of a satisfactory depilatory paste, five parts of barium sulfide may be mixed with sixty-three parts of lithopone. The materials are thoroughly mixed while dry, and then slowly added to forty-eight parts of a 5 per cent soap solution.

Claim 1 follows:

A depilatory, containing a depilating agent and an inert white pigment from the group comprising zinc sulfide, lithopone, and titanium oxide.

U.S. 1,982,268, issued November 27, 1934, for Depilatory Soap to Emery Roth and Leo Spira.

According to this patent, the trouble with soap depilatories is that there is so much moisture present that hydrolysis occurs and this hydrolysis prior to use is undesirable. The patent therefore proposes complete dehydration of the soap vehicle and of the depilatory and of other incorporated materials as the ideal and in practice this ideal is approached insofar as it is commercially feasible (1 per cent moisture content or less).

Claim 1 is representative:

A depilatory composition comprising in physical admixture a substantially dehydrated alkaline earth metal depilatory sulphur-base compound, and a substantially dehydrated soluble soap capable of forming with said depilatory compound an insoluble soap, said materials being present together in the absence of any substantial amount of water which would if present cause hydrolysis of, or deterioration of, or interaction between said materials.

U.S. 2,009,394, issued July 30, 1935, for Depilator and Method of Applying Same to Hans W. Fiedler.

The idea of this patent is to apply a protective coating prior to the use of a depilatory. Specifically, the idea is to treat the skin with an emulsified substance which enters the skin and protects the skin against the action of the depilatory, while that part of the emulsion which is not absorbed by the skin in coming in contact with the depilatory is flocculated or precipitated, thus allowing the depilatory to remove the hair.

The only claim in the patent is very narrow and reads as follows:

The process of manufacturing a cosmetic preparation for the protection of the skin from the action of depilatories comprising heating under increased pressure finely ground wood fibre with water and caustic soda solution several hours to about 200 °C. and emulsifying the solution produced thereby.

(To be concluded)

YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Patent and Trade-Mark Consultant

Esquire Cuties Strain Legal Language

Those who have a close connection with any form of Law are always being chided by the layman because of their insistence of legal phraseology. You go into your Lawyer's office to have a Last Will and Testament drawn up, something simple and easy to catch on to, you ask. You receive five pages of "whereas" and" now therefore" clauses and simply decide that's what the big fees for services rendered really mean.

Sometimes however, this legal jargon has its uses and no stronger is this proven than by the classic restraint of Judge Campbell, of the District Court of Illinois, when he attempts a description of some of the "Illustrations" in Esquire magazine, as drawn by the well-known Vargas.

For your edification and for justification of the legal profession, I give you some quotes.

Briefly Esquire and Vargas got into a dispute and Vargas cancelled his contract before its normal termination. He then went on his own to make Vargas Calendars, using drawings of his girls, similar generally to those he did for Esquire. Suit was brought by Esquire for violation of Copyright, when exhibits showing four drawings from a Calendar, which they said were copies of four drawings they had published.

The learned Judge said among other things: "One of the principal features of these publications (i.e. Esquire Magazine) has been what is commonly known as a "girl" painting or drawing. This particular form of Art portrays women in a state of semi-nudity and emphasizes, or rather over-emphasizes, many of the physical details peculiar to the female anatomy."

"Any attempt to point out the distinguishing elements of the various paintings should be prefaced by the observation that the over one hundred paintings (by Vargas) in evidence reveal that (Vargas) artistic talent is limited to the portrayal of the female figure in varying degrees of undress. His success in this line of endeavor can undoubtedly be attributed to the remarkable physical characteristics of his finished product, e.g. the exaggerated torso and subtly curved but unduly long legs. It is apparent from the testimony that this is all he has ever drawn and seems to be all he ever will draw."

"It should be noted for the record that the articles of "Clothing" (referred to), this term is used enphemistically, for said articles are about as concealing as the ordinary window pane, vary from picture to picture."

After similar remarks the Judge then goes on to analyses the conflicting pictures with carefully chosen expressions such as: "Shoulders—due to the different positions of the arms, there is a slightly different muscular effect in the vicinity of the shoulders and upper back." "Body position—original drawing is tilted back somewhat from the hips, whereas accused (i.e. copy) is in a more nearly vertical position."

The next time you feel like complaining that something is too legal and complex and let's have it simple, remember to check on a Vargas girl and see if you can describe curves and planes as "slightly different muscular effects" and "tilted back somewhat from the hips."

The motto of all this must be "To each his own!"

Importance of Good Written Proofs of Acts Committed Exposed

In January 1949, Daniels, Assistant Commissioner, affirmed the Examiner of Interferences decision in Mims versus McCane, awarding priority to Mims of the Trade-mark "Lucky Seven" for cosmetics.

Several interesting points are brought out in this decision regarding good written evidence and also transfer of a business without a Trade-mark and the good will attached thereto.

Here are the facts in the case. McCane operated a business in several cosmetic products prior to 1932 using the Trade-mark "Lucky Seven." He did not register this until 1941. His firm name was Astoria Company and his place of business in Alabama. Most of the sales were by "peddlers," i.e. door to door approach.

In 1932 Mims bought Astoria Company outright but neither party was able to produce the agreement between them or even a copy. Mims continued to operate it as before and evidence of the "peddlers" was given to prove that they continued to get from Mims the same goods, namely "Lucky Seven" cosmetics.

McCane however, contends he did not intend to sell the Trade-mark "Lucky Seven" and the goodwill associated with it, but reserved this to himself. Actually McCane moved to another City in Alabama and opened up the Queen Anne Co., immediately resuming the use of "Lucky Seven" on cosmetics, hair goods and perfumes.

Now, in the absence of the written agreement, which would have immediately proved whether the mark was

excluded or not, Mims testified to the transfer of the company but could only produce odd pencil notes, inventories and similar inconclusive matter. There was no doubt that the Astoria Company was transferred, however.

McCane could only produce testimony of general hearsay evidence that the clause excluding the mark did exist, plus memory recollections of some fifteen years previous.

Accordingly, since Mims proved he had bought the Company and since, in the absence of concrete evidence to the contrary, it is established law that the transfer of a business carries with it the right to use a Trade-mark employed in the business, Mims was successful, even though his application for registration was only filed in 1945.

Any one actively connected with Patents and Trade-marks will confirm my opinion that you cannot keep too strict records of all transactions and happenings related to your Trade-marks and Patents. Just as in this case, fifteen years later you may need them and the absence of clear, well preserved and entirely provable records may destroy something which has taken years to build up.

It is so easy to say you have not the time or that it takes too much important help to keep a complete file history on such matters, but while decisions such as above are few and far between, that does not indicate that records are unimportant, since the chances of legal conflict are small. Rather than that, it means that when a mark has become important enough to take legal action to protect it, the mark may stand or fall upon what you did years ago.

Remember, it is the insignificant mark of today, when out of its swaddling clothes, that may be the key-note of your business in the future, so protection of all its birth records and growth are vital.

The following Trade-Marks were recently published in the official Gazette of the United States Patent Office.

All Weather—VI—C—543,027
Elmo Inc., Phila., Pa.
Ser. Sept. 17, 1947 D. U. Dec. 10, 1947

Bar It—VI—D—546,626
E. W. Tischer dba Venetta Tischer Cosmetics, Chicago, Ill.
Ser. Jan. 9, 1948 D. U. July 1, 1947
Be A Gentleman—VI—D—510,619
John Rubel, dba John Rubel Co., N. Y., N. Y.
Ser. Oct. 10, 1946 D. U. Aug. 1946
Blu Bru—VI—C—536,836
Rhode Island Labs., Inc., West Warwick, R. I.
Ser. Oct. 4, 1947 D. U. Sept. 11, 1947
Bubbl San—VI—A—505,639
United Industries, Abilene, Tex.
Ser. Aug. 3, 1948 D. U. Feb. 8, 1947

Dr. Scholl's—VI—T—548,418
The Scholl Mfg. Co., Inc., Chicago, Ill.
Ser. Jan. 30, 1948 D. U. May 1, 1916
D-String—VI—T—550,190
W. T. Wilhelm, dba D-String Co., Chicago, Ill.
Ser. Feb. 19, 1948 D. U. Dec. 6, 1947

Fashion of Hollywood—VI—DHC—547,454
Howe-Lewis Inc., Los Angeles, Cal.
Ser. Jan. 19, 1948 D. U. Nov. 1, 1932

Guttaform—VI—K—516,838
Max Haefeli, Basel, Switzerland
Ser. Feb. 3, 1947 D. U. 1944

Hand Witch—IV—A—539,622
Armstrong Paint & Varnish Works, dba Nickel Plate Stove Polish Co., Chicago, Ill.
Ser. Oct. 31, 1947 D. U. 1935
Harville's Hand Glow—VI—C—531,-913
R. C. Harville, Gastonia, N. C.
Ser. Aug. 20, 1947 D. U. Aug. 10, 1947

Joseph's S-F-X—VI—H—559,047
Joseph's S-F-X-Shampoo, Buffalo, N. Y.
Ser. June 11, 1948 D. U. June 1936

Kensington—IV—A—528,042
Hewitt Soap Co., Dayton, Ohio
Ser. July 5, 1947 D. U. April 1935

Lady Carrol—IV—A—505,624
Plymouth Wholesale Corp., N. Y., N. Y.
Ser. Feb. 20, 1948 D. U. Aug. 23, 1946

Les Carnations de Bienaime—VI—BC—547,161
S. A. Bienaime, Paris, Fr.
Ser. Jan. 15, 1948 D. U. May 20, 1943
L'Estrona by Anre—VI—C—521,076
Harry D. Koenig, dba Anre, N. Y., N. Y.
Ser. April 21, 1947 D. U. March 10, 1944
Lipstick Quartet—VI—C—513,466
Helena Rubenstein Inc., N. Y., N. Y.
Ser. Nov. 12, 1946 D. U. Nov. 27, 1945

Morning Pride—IV—I—520,502
Fairy Dyes, Ltd., Glasgow, Scotland
Ser. April 11, 1947 D. U. May 18, 1935

No-Derm—IV—A—533,688
Geo. L. Williams Co., Cleveland, O.
Ser. Sept. 6, 1947 D. U. Aug. 14, 1947
Nutral—VI—A—505,664
Delsyn-Gould Inc., N. Y., N. Y.
Ser. Oct. 27, 1948 D. U. July 1, 1946

Parade—IV—A—531,238
Par. Soap Co., Oakland, Cal.
Ser. Aug. 13, 1947 D. U. Dec. 19, 1946
Peggy Sage—VI—E—537,510
Peggy Sage Inc., Stamford, Conn.
Ser. Oct. 10, 1947 D. U. 1917
Perfumeria Floralia—IV—A—549,838
Perfumeria Floralia, S. A. Madrid, Spain
Ser. Feb. 16, 1948 D. U. Sept. 29, 1914
Perma Suds—IV—A—509,990
G. J. LeBlanc, dba LeBlanc Labs. & Dist. Co., Grand Rapids, Mich.
Ser. Sept. 30, 1946 D. U. Oct. 12, 1945
Petticoat Lane—VI—C—299,516
Reg. Dec. 6, 1932 to Harzfeld's Inc., Kansas City, Mo.
Republished by registrant
Petticoat Lane—VI—B—298,223
Reg. Oct. 18, 1932 to Harzfeld's Inc., Kansas City, Mo.
Republished by registrant
Pink Blush—VI—C—170,745
Reg. July 24, 1923 to A. J. Krank Mfg. Co., St. Paul, Minn.
Republished by Consolidated Royal Chem. Corp., Chicago, Ill.
Pipe Dream—VI—I—434,690
Reg. Dec. 2, 1947 to Avon Products Inc., N. Y., N. Y.
Republished by registrant
Poslam—IV—A—251,982
Reg. Jan. 22, 1929 to Emergency Labs., N. Y., N. Y.
Republished by Block Drug Co., Inc., Jersey City, N. J.
Prothacryl—VI—K—516,836
Max Haefeli, Basel, Switzerland
Ser. Feb. 3, 1947 D. U. 1944

Scalpade—VI—H—508,353
Tom's Scalpade Inc., Cold Spring, N. Y.
Ser. Oct. 29, 1947 D. U. Oct. 30, 1941

Sing—IV—A—433,881
Reg. Nov. 4, 1947 to Hood Chem. Co., Inc., N. Y., N. Y. Present Address, Pittsburgh, Pa.
Republished by registrant
Smart Set—VI—C—237,185
Reg. Jan. 3, 1928 to Goldenberg Co., Washington, D.C.
Republished by registrant
Snow White—VI—AH—501,524
Morton Mfg. Corp., dba Snow White Products, Lynchburg, Va.
Ser. Nov. 6, 1947 D. U. 1923
Solubri—IV—K—532, 391
Cleveland Dental Mfg. Co., Cleveland, Ohio
Ser. Aug. 7, 1947 D. U. April 24, 1947
Superior 70—VI—C—535,622 (and des.)
Puerto Rico Distilling Co., Arecibo, P. R.
Ser. Sept. 24, 1947 D. U. Aug. 12, 1930
Summer Rose—VI—CE—435,075
Reg. Dec. 9, 1947 to Avon Products Inc., N. Y., N. Y.
Republished by registrant
Thymodine—VI—C—315,871
Reg. Aug. 14, 1934 to W. L. Bechtold, Newark, N. J.
Republished by A. Wigler, Newark, N. J.
Tonix—VI—H—292,873
Reg. Mar. 29, 1932 to Normandy Prods. Co., Los Angeles, Cal.
Republished by R. H. Cromwell Jr., Los Angeles, Cal.

Tui—VI—H—517,850
Valley Sales Co., Seneca, Ill.
Ser. Feb. 20, 1947 D. U. Oct. 1946
Twin White—IV—A—558,373
Cudahy Packing Co., Chicago, Ill.
Ser. June 3, 1948 D. U. Oct. 10, 1922

West—IV—A—554,458 (and des.)
West Disinfecting Col., L. I. City, N. Y.
Ser. April 12, 1948 D. U. 1913
Winter Carnival—VI—C—524,269
Harriet Hubbard Ayer Inc., N. Y., N. Y.
Ser. Nov. 25, 1947 D. U. Nov. 6, 1947
Wonderfoam—IV—A—561,758
J. N. McMath Co., dba Lloyd Sargent Co. New Rochelle, N. Y.
Ser. July 20, 1948 D. U. Jan. 8, 1948
Woodleaf—VI—S—559,160
Lor-Manza Inc., Clear Lake Highlands, Cal.
Ser. June 14, 1948 D. U. May 19, 1947

Zanibar—VI—C—559,474
The Armand Co., Des Moines, Iowa
Ser. May 21, 1948 D. U. June 1928
Zut—VI—A—549,748
Parfums Schiaparelli, Inc., N. Y., N. Y.
Ser. Feb. 14, 1948 D. U. Feb. 4, 1948

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Industry's Books

Human Biochemistry, by Israel S. Kleiner, Ph.D., Professor of Biochemistry and Director of the Department of Physiology and Biochemistry, New York Medical College, Flower and Fifth Avenue Hospitals, Second Ed., 649 pp., Illus., C. V. Mosby Co., St. Louis, $7.

The generous reception accorded the first edition of this work has justified the expectation that a book of this type would prove useful. The attempt was made to introduce clinical applications frequently and to bring to the student's attention some of the more important research work in a manner neither too elementary nor too advanced. The revision includes the addition of numerous significant discoveries as well as corrections of errors and clarification of obscurities. Some deletions have been necessary, as, for example, the "carbonic anhydrase theory" of gastric HCl formation, for which the formulator himself wrote the "obituary notice." A new chapter, "Chemical Structure in Relation to Biological Phenomena," has been written. This includes "detoxications," a topic neglected in the first edition. Chapters 1 to 25 Inclusive: Introduction—Physical Chemistry—Carbohydrates—Lipids—Proteins—Tissues—Milk—Blood—Enzymes—Digestion—Chemical Changes Within the Large Intestine—Vitamins—Foods—Physiological Oxidations—Nitrogen Metabolism—Carbohydrate Metabolism—Lipid Metabolism—Mineral Metabolism and Water Balance—Urine—The Chemistry of Respiration and Acid Base Balance—Energy Metabolism—Changes in the Chemical Composition of Blood—Hormones—Chemical Structure in Relation to Biological Phenomena—Recent Clinical Applications.

Pharmacy Forward, by Frederick J. Wulling, Dean of the College of Pharmacy (1892-1936) University of Minnesota, 123 pp., Illus., Edited and published by Emerson G. Wulling, La Crosse, Wisconsin, $3.

When Dean Wulling died on October 21, 1947, he closed a long life devoted to better pharmacy. Forty-four years a dean, 62 years registered as a pharmacist, honored by Columbia's doctorate, with a building named after him at Minnesota, lovingly remembered by thousands of students and friends, champion of highest ideals attainable: Dean Wulling left pharmacy an honorable heritage. This book contains a small and significant group of writings and pictures showing his interests. It is a durable reminder of his devotion to pharmacy. Limited edition of 500 copies.

The Drugs You Use, by Austin Smith, M.D., Director, Division of Therapy and Research, and Secretary, Council on Pharmacy and Chemistry, American Medical Association, Foreword by Morris Fishbein, M.D., 243 pp., Revere Publishing Co., New York, $3.

Laxatives, cough and cold remedies, headache pills and powders, tonics, stomach preparations, vitamins, prescriptions—these, and other drugs and medicines, are bought to the tune of hundreds of millions of dollars each year. How intelligently are they used by the average American? How can you protect your family and yourself from worthless nostrums, on the one hand, and dangerous preparations and practices, on the other? Dr. Smith has written a practical and readable guide to the intelligent use of medicines. His book will destroy some of the myths and superstitions that surround medicaments. But more than that, it offers constructive advice for the best use of the usual home medication and in case of emergencies. It tells you what not to expect from the drugs you use, as well as how to obtain the most advantages from such preparations.

Design of Industrial Exhaust Systems, by John L. Alden, Member, American Society of Mechanical Engineers, Works Manager Western Electric Company's Kearny plant, Second Ed., 252 pp., drawings, diagrams, The Industrial Press, New York, $3.50.

Ventilation is an art which has grown sharply in recent years, and this is particularly true of exhaust ventilation for the removal of undesirable heat, fumes, dust, vapors or otherwise contaminated air. While the principles involved are not especially new, a great deal more is known now than even a decade ago about the toxicity of various solvents, for example, and far greater use is now made of axial flow fans than was formerly the case. For these reasons this work has now appeared in its second edition, completely revised and with new chapters as compared with the first edition published in 1939. Based on the author's background, the book tells the reader how to design, build, or buy an exhaust system that will adequately and economically perform the functions required by law or prescribed by engineers or industrial hygiene specialists. The scope of the book includes exhaust ventilation, low pressure pneumatic conveying, design of hoods, piping and structural details and the selection of dust separators, centrifugal and axial flow fans.

Marketing Principles and Methods, by Charles F. Phillips, Ph.D., LL.D., President, Bates College, Formerly Professor of Economics, Colgate University, and Delbert J. Duncan, Ph.D., Professor of Marketing and Distribution, School of Business and Public Administration, Cornell University, 729 pp., Richard D. Irwin, Inc., Chicago, $6.

While this work was prepared primarily for use in the basic marketing course, it should also prove of interest and value to the businessman who desires a broad picture of the structure and functions of marketing. The organization of material in the book reflects the changing emphasis in approach and treatment of material that has been taking place in the teaching field in recent years. Businessmen and teachers alike are recognizing, to an increasing degree, that sound marketing plans begin with the ultimate consumer or the industrial user and work back through retail and wholesale middlemen to the manufacturer or producer. Consequently, such final users are considered early in the discussion. Then, in order, follows rather detailed treatment of the retailing of consumers' goods, the wholesaling of consumers' goods, the marketing of industrial goods—including raw materials, marketing policies and practices, and marketing activities and the government.

Compounder's Corner

Study on Aluminum Collapsible Tubes

Highly indicative observations on aluminum collapsible tubes are reported by D. F. Menard (J. A. M. A., Pract. Ed. 10:34, 1948). He states that storage tests and cost comparisons show many pharmaceuticals can be packaged economically and safely in aluminum. This statement is based on the results of extensive packaging tests on over 200 different products in aluminum tubes. Several of the products were U. S. P., N. F., or other ointments of well-known formulation. A relatively large proportion of these pharmaceutical preparations showed no evidence of failure in these tests. The findings are:

Ointments Safely Packaged in Aluminum:

White petrolatum, U.S.P.
Yellow petrolatum, U.S.P.
Boric acid ointment, U.S.P. and "not U.S.P."
Zinc oxide ointment, U. S. P. and "not U.S.P."
Sulfur ointment
Whitefield's ointment, N. F.
Ichthyol, N. F.
Ichthammol, N. F.
Sulfathiazole, 10%
Calmitol
Toilet lanolin

In addition, several other petrolatum-base products, including the following types, were packaged without failure:

Analgesic balms
Vitamin ointments
Hair creams

On the other hand, several pharmaceutical as well as "semi-cosmetic" preparations were found that could not be safely packaged in aluminum. The results below were representative of at least four different manufacturers' products in each type.

Not to be Packaged in Aluminum:

Ammoniated mercury ointment, 5%, or 10%
Blue ointment
All contraceptive jellies tested (5)
Most lubricating jellies tested (3)
Some skin creams
Some rectal ointments

Menard also reports that the list of products safely packaged in aluminum may be extended by the use of internal protective coatings. Currently these coatings are of the amorphous petroleum wax or synthetic resin lacquer types. Considerable work is now in progress on such coatings and methods for their application.

Sunscreen Compounds

In discussing the agents employed for protection against solar radiation, W. D. Kumler and T. C. Daniels (*J. Am. Pharm. Assoc.*, Scient. Ed. 37:475, 1948) state that the ideal sunscreen compound has to meet a wide variety of specifications: 1. It must absorb or filter out the rays causing sunburn which are those in the region from 2900 to 3300 Angstroms. 2. It should be stable in the presence of light, air, and moisture, or if it is decomposed under these conditions, the decomposition products should have comparable absorption to the original compound in the 2900- to 3300-Angstrom region. 3. It should have very slight or no absorption for the long ultraviolet rays beyond 3400 Angstroms which are thought to produce tanning without appreciable erythema. 4. The compound and decomposition products which may be produced under conditions of use should be nontoxic and nonirritating. 5. It should be nearly neutral so untoward effects are not produced by the presence of acid or base on the skin. 6. It should have good solubility in the ointment base or vehicle in which it is to be formulated and should have low water solubility to prevent rapid removal by perspiration. 7. It should be relatively nonvolatile so it will not evaporate under conditions of use. 8. It should not be rapidly absorbed through the skin.

They found that the mono- and dialkyl-para-aminobenzoate esters closely meet these requirements. These compounds have five to eight times the screening power of the salicylates and anthranilates, three times that of the umbelliferones and about twice that of the unsubstituted para-aminobenzoates. It was also obser vedthat the dialkylaminobenzoate esters have good stability in the presence of light and air. This property is not shown by the salicylates or umbelliferones which have free phenolic hydroxy-groups, or by the anthranilates and *p*-aminobenzoates which have free aromatic amino groups. It is reported in the literature that both *p*-aminobenzoates and anthranilates discolor in sunlight and that a solution of menthyl salicylate retains only 50 per cent of its screening ability after an exposure of four hours to the sun's rays. A solution of methyl-para-dimethylaminobenzoate contained in a Vycor tube remains colorless after being exposed four and a half hours either to sunlight or to the light of a mercury vapor lamp. The original optical density of the solution was 1.70 and after an exposure of four and a half hours one-half inch from a 100-watt mercury vapor lamp the density was unchanged. After exposure to direct sunlight for nearly five hours the density was 1.65, only three per cent less than the original density, and this difference is within the experimental error of the measurements.

The para-dialkylaminobenzoate esters meet the other requirements for good sunscreen compounds. They are nearly neutral, are nonvolatile, have good solubility in the vehicle or ointment base ingredients, have low water solubility, have no absorption beyond 3500 Angstroms and very little beyond 3400 Angstroms, and are relatively nontoxic and nonirritating.

Leg Cosmetics

If the market for leg make-up is to be retained, says S. P. Jannaway (Soap, Perf. & Cosmetics 21:909, 1948), these products must be formulated with the view of obtaining considerably increased efficiency. Following a discussion of the requirements for a successful cosmetic stocking preparation, this authority states that the simplest possible type of liquid stocking preparation is a solution of suitable soluble dyes. Somewhere around 1 or 2 per cent of such dye or dyes would be dissolved in alcohol and water— 15 per cent or more of alcohol being present in order to reduce the period of drying. A moderate proportion of glycerine (5 to 15 per cent) gives body lustre, while 1 or 2 per cent of a wetting agent such as a sulphated fatty alcohol helps to enhance smooth and facile applicability.

Such simple, clear solutions lack, however, the fundamental property of masking

blemishes and depositing a thin but tangible film. It is, therefore, necessary to modify them by adding carefully selected and effectively dispersed pigments—the proportion of these ranging fairly widely from 10 to about 30 per cent. The basic formula will read as follows:

Vehicle 1 (water) about	40—70	per cent
Vehicle 2 (alcohol) from	0—20	" "
Pigments (white and colored from	10—30	" "
Soluble dyes (optional) from	0.2—1	" "
Wetting agent from	1—5	" "
Perfume oil (water-solubilized)	q.s.	
Additional constituents from	0.5—5	" "

These "additional constituents" may well make all the difference to the final preparation and its sales value. They include materials that will plasticize the film deposited on the skin, causing it to adhere firmly and uniformly; materials that will enhance the waterproof, rain-resistant character of the film; and materials that will enable the pigments to be effectively dispersed and free from caking tendencies at the bottom of the bottle.

With such components in mind, Jannaway presents several formulas, like the following, solely as starting points for experimentation:

I

China clay ("colloidal" grade)	8	parts
Titanium dioxide	1	"
Talc	5	"
Color lakes	2—5	"
Polyvinyl alcohol (medium mol. wt.)	3	"
Sulphated fatty alcohol (liquid)	3	"
Glycerine or substitute	10	"
Water, to make	100	"

II

Talc	8	parts
Zinc stearate	1	"
Titanium dioxide	2	"
Color lakes (approx.)	4	"
Glycerine or substitute	8	"
Methyl cellulose (2% dispersion)	40	"
Sulphonated castor oil	4	"
Water	33	"

If a cream-type product is desired, Jannaway cites the use of a preparation such as the following:

Liquid paraffin	1	parts
Glyceryl monostearate (containing trace of soap)	6	"
Distilled water	48	"
Glycerine	15	"
Titanium dioxide plus earth pigments	21	"
Talc	9	"
Perfume	*sufficient*	

Products in stick form, says this worker, are made in much the same fashion as blemish-hiding sticks, but with darker dyes and pigments. They are softer versions of lipstick base, containing 20 to 30 per cent of intimately milled-in pigments.

In concluding, Jannaway notes that since cosmetic stockings are essentially summer items, they can be made more useful and their sales increased by incorporating such materials as sun-screening agents, insect repellents or a combination of both.

Brilliantines

In discussing the formulation of brilliantines, S. P. Jannaway (*Alchimist* 2:175, 199 and 222, 1945) notes that some workers have been inclined to deride cheap liquid products consisting solely of mineral oil. Nonetheless, despite its nonpenetrating, non-lipoidal character, mineral oil of the right degree of refinement and viscosity possesses some notable advantages as a raw material for hair oil manufacture. It is homogeneous, crystal clear, free-flowing, non-odorous, non-rancidifying, suitable for use in a spray or atomizer and capable of imparting a bright—and in effect non-greasy—lustre. In contrast to most vegetable and animal oils it does not soak into the hair shaft and render it undesirably translucent and soggy with oil. Moreover, though mineral oils are not absorbed, they certainly protect the hair and scalp from drying out due to water evaporation. Light viscosity mineral oils are to be preferred and the best effects are obtained when they are tinted and sprayed on to the hair. Water-white, odorless, non-fluorescent grades are more expensive but are most suitable for use in the better class products. Specially deodorized kerosene, admixed with a low viscosity mineral oil, gives an admirable brilliantine for use in sprays—for the kerosene evaporates, leaving a finely dispersed film of oil deposited on the hair. In such mixtures a proportion of high viscosity oil assists in imparting a rather more persistent gloss.

A typical example of a liquid brilliantine, especially adapted for use in sprayers, consists of:

Mineral oil (sp. gr. 0.860)	**60 parts**
Mineral oil (sp. gr. 0.890)	**15 "**
Deodorized kerosene	**25 "**
Brilliantine perfume oil and special color	**sufficient**

A basic example of the "ricinated" type of liquid brilliantine is given as follows:

Mineral oil (sp. gr. 0.880)	**85 parts**
Solubilized castor oil	**15 "**
Special perfume and color	**sufficient**

Colored brilliantines are also discussed by this authority. Thus a henna brilliantine may be made as follows:

Powdered henna	**2.5 parts**
Olive oil	**20.0 "**
Mineral oil	**100.0 "**

Macerate the henna in the olive oil for 2 to 3 days, then filter and mix with the mineral oil. Filter again before filling.

A blue brilliantine is made from:

Mineral oil (water white, 0.880)	**75 parts**
Deodorized kerosene	**25 "**
Oil blue	**sufficient**

This type of brilliantine can give an excellent burnish and corrective sheen to ash blonde and yellowish grey hair.

An example of an alcoholic brilliantine, containing castor oil, is given as follows:

Castor oil, deodorized	**25 parts**
Alcohol (90%)	**75 "**
Perfume and spirit soluble dye	**sufficient**

Pleasantly smooth hair oils of reduced greasiness, good fixative properties and perfect clarity may be prepared from such combinations as:

Isopropyl myristate	**5.5 parts**
Glycerine, diethylene glycol or sorbitol syrup	**5-12 parts**
Perfume oil, special	**0.5 part**
Denatured alcohol	**82-89 parts**

In discussing solid brilliantines, Jannaway cites the advantages of using rosin. Rosin additions tend to improve the consistency and gloss of solid hair fixatives, besides being very economic in use. It should not be forgotten that rosin is one of the cheapest available raw materials for use in cosmetics. A product of this sort, of German origin, consists of:

Petroleum jelly	**66.0 per cent**
Hard paraffin wax	**15.0 " "**
Mineral oil	**16.5 " "**
Rosin	**1.5 " "**
Perfume oil	**1.0 " "**

T.G.A. Standards for Micro-Crystalline Wax

The Board of Standards of The Toilet Goods Association has reissued T. G. A. Specification No. 8 covering micro-crystalline wax. This specification replaces the one formerly used to set standards for amorphous petroleum wax. Micro-crystalline petroleum wax is defined as a mixture of solid hydrocarbons, micro-crystalline in texture, derived from petroleum. The specification includes requirements and methods of testing with respect to color, odor, fracture, solubility, free acids and alkalies, sulfur and sulfides, ash, arsenic and lead

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Skin Disinfection

Experiments by Gardner (Lancet 2:760, 1948) have confirmed his previous finding that 2 per cent iodine in 76 per cent alcohol is a rapid method of disinfecting areas of skin for surgical incisions or punctures. The skin need not (and should not) be previously washed. Disinfection of flat areas of unwashed clean skin is complete within half a minute. Tests with other substances showed that Zephiran (30 per cent in 70 per cent ethyl alcohol) and cetrimide (same dilution) gave satisfactory disinfection in 30-45 seconds. Substances found slower in action or imperfect in disinfecting power in the test conditions included diethyl ether, mercuric chloride (1 in 1,000), Merthiolate tincture and solution, gasoline, acetone, propyl alcohol, and finally brilliant green and crystal violet (1 per cent of each in 75 per cent in alcohol). With respect to propyl alcohol, it was found that the 50 per cent solution was less effective than 70 per cent alcohol, but it has quite a strong action and if applied for 3-5 minutes would probably disinfect as well. Gardner gives the opinion that in preparing skin for operations, there is little justification for using disinfectants that are slow-acting, as exemplified by the flavines.

Curare in Tetanus

In the treatment of tetanus, the primary aims are neutralization of the toxin and control of tetanic muscle spasms. As noted by M. A. Weed, D. F. Purvis and R. D. Warnke (*J. A. M. A.* 138:1087, 1948), a therapeutically sound regimin for the administration of antitoxin has been formulated, but for control of the convulsions and muscle spasm in tetanus many drugs have been employed with only limited success. The disadvantage of sedatives and anesthetics is that, if given in amounts adequate to control convulsions, they interfere with the nutrition and vegetative functions of the patient. Furthermore, some which depress respiration, notably the barbiturates and tribromoethanol solution, have been shown to shorten the life of experimental animals with tetanus.

Treatment with curare, which acts primarily at the motor end plate, avoids these disadvantages. Its desirable relaxant effect permits the patient with tetanus to eat, move, void and defecate, but in previous experience the aqueous preparation proved of limited value because of its short action (fifteen minutes to an hour) and its frequent unpleasant side reactions: diplopia, dysphagia, hypersecretion, laryngeal paralysis, respiratory paralysis and occasional drops in blood pressure to shock levels. Administration of aqueous curare by constant intravenous drip presents almost insurmountable technical difficulties in tetanus patients. d-Tubocurarine in wax and oil, however, seems to produce a prolonged relaxant effect without many of the unpleasant side reactions of curare. Tested on three patients each cubic centimeter of this preparation contains 175 mg. of d-tubocurarine in 4.8 per cent wax in peanut oil. In optimum dosage, this preparation produced relief of tetanic muscle spasms without serious side reactions. The duration of action was eighteen to twenty-four hours or more, but in dosages employed no cumulative effect was noted. All of the patients lived. From this experience it is concluded that d-tubocurarine in wax and oil is an effective agent for controlling tetanic muscle spasms and is not unduly dangerous. Precautions in using this preparation are noted.

Penicillin in Scarlet Fever

The value of penicillin in the treatment of scarlet fever is well indicated in the report of T. Jersild (*Lancet* 1:671, 1948. His observations are based on a total of 2000 scarlet-fever patients have been treated with intramuscular injection of 90,000 to 150,000 units of penicillin twice daily for six days. Results of careful follow-up study are reported on half of these cases. The hospitalized patients were able to be discharged in an average of eight days. Under this treatment sore throat subsided rapidly and the nose and throat were rid of hemolytic streptococci within 48 hours. The average febrile period was 4.5 days, as compared with seven days in control cases treated with sulfanilamide. No complications (otitis media, nephritis) developed. The rash of scarlet fever was not influenced by the treatment. With penicillin therapy of 56 patients admitted to the hospital with scarlatinal otitis, only two required mastoidectomy. In one of the patients mastoiditis was already present when penicillin therapy was started. In an earlier series of cases treated with sulfanilamide, 21 to 38 per cent with otitis required mastoidectomy.

Evaluation of Metopon

In 1946, the Committee on Drug Addiction of the National Research Council recommended that the new morphine derivative, Metopon hydrochloride be made available to physicians subject to certain restrictions and under the Committee's supervision. This recommendation was based upon preliminary trials, laboratory and clinical, which indicated that the advantages of Metopon were relative freedom from side-effects, analgesia with little sedation, and slower development of tolerance and addiction than with morphine and other of its derivatives. It came on the market on May 15, 1947 and continued to be subject to restriction until June 15, 1948 when the drug was made available on prescription like other narcotics. The period in which Metopon was under restriction afforded an excellent opportunity to clinically evaluate the drug. This has been done by N. B. Eddy (*Public Health Reports* 64:93, 1949). In summarizing the findings, he reports that Metopon hydrochloride is an effective oral analgesic for chronic pain, the use of which is accompanied by a high incidence of mental clarity and a low incidence of side-reactions. Since cross-tolerance between other

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narcotics and Metopon seems to exist and since the latter does not fully satisfy an established dependence, the use of Metopon is more satisfactory in cases receiving little or no previous narcotic medication. Tolerance to Metopon develops more slowly than tolerance to morphine.

Quinacrine in Trichomonas Vaginitis

In a search for an agent with which to combat vaginitis due to Trichomonas, F. M. Dula (North Carolina Med. J. 9:309, 1948) was impressed by the morphologic similarity between Trichomonas vaginalis and Giardia lamblia. From this he concluded that these two organisms might respond in a similar manner to quinacrine, which had been used successfully in infestations with Giardia. He began using insufflations of a powder made from:

Quinacrine	**2 Gm.**
Boric acid, finely powdered	**30 Gm.**

The cervix and the vagina were first mopped dry; then the mixture was blown into the vaginal canal through a speculum and a cotton-tipped applicator was used to distribute the powder over the entire vaginal surface. Four treatments were given at two day intervals. All final smears have been reported negative in the 6 cases so treated, but some vaginitis has persisted for several days after the negative smear was obtained. In 1 case severe chemical vaginitis necessitated discontinuation of the treatment after the second application. The 6 cases of vaginitis due to Trichomonas had proved refractory to other forms of treatment, and the condition had persisted for periods as long as five years. Dula believes that the routine use of quinacrine is justified and may prove of great value in vaginitis due to Trichomonas.

Triple Sulfonamide Mixture

In their report in the *American Journal of Medical Sciences* (216:27, 1948), J. H. Ledbetter and G. E. Cronheim observe that the main interest in multiple sulfonamide therapy has centered around the reduction of renal complications, particularly crystalluria. The latter was present in 26 to 28 per cent when administering sulfadiazine or sulfamerazine alone. It can be reduced to 6 per cent when a combination of two drugs, sulfadiazine and sulfamerazine, is used, and it can be further reduced to below 3 per cent when adequate amounts of systemic alkalizers are added. These workers have extended their investigation of multiple sulfonamide therapy to the use of a mixture consisting of sulfadiazine, sulfamerazine and sulfathiazole without alkalizing salts. The preparation was composed of: sulfadiazine (microcrystalline), 3.5 per cent (weight/volume); sulfamerazine (microcrystalline), 3 per cent, and sulfathiazole (microcrystalline), 3.5 per cent, in an aromatized aqueous suspension base. The preparation was given to 28 selected patients, mostly cases undergoing surgical treatment who required sulfonamide therapy. The initial dose was from 20 to 40 cc., representing from 2 to 4 Gm. of total sulfonamide drugs followed by 10 cc., equivalent to 1 Gm., of total sulfonamide drugs every four hours. With this dose adequate blood levels were maintained. The incidence of crystalluria was extremely low even though no alkali was administered. In no case was it necessary to discontinue drug treatment.

Heartburn

In a clinical study made by H. J. Tumen and E. M. Cohn (J. A. M. A. 139:292, 1949) 120 patients were studied to determine the incidence of heartburn and its clinical features. Among these patients, 46, or about 38 per cent, had heartburn. In 26, heartburn was severe enough to be considered a major symptom.

Heartburn was often described with difficulty by patients but was usually a burning discomfort diffusely localized behind the lower part of the sternum, often radiating upward along the course of the esophagus. Heartburn was often associated with other gastrointestinal symptoms, of which acid regurgitation, belching, nausea and epigastric pressure were most troublesome.

Nervous tension was apparently the commonest immediate precipitating cause of heartburn. Sensitivity to certain foods—such as fats and spicy foods—also frequently induced heartburn, but the role of foods in this respect was apparently not due to specific allergy. Hiatal hernia was the only organic gastrointestinal disease encountered in these patients in which heartburn seemed to be a specific symptom. Otherwise, there was no relation between heartburn and gastrointestinal disease. Heartburn was not a symptom of ulcer. It was not dependent on the degree of gastric acidity. Heartburn is probably produced by alterations in the tonus of the lower part of the esophagus. In these patients this seemed most frequently induced by faulty eating habits, but in 8 of the 46 patients with heartburn the symptom was possibly a psychosomatic manifestation and an expression of tension and emotional disturbance.

As a result of these studies, Tumen and Cohn believe that the therapy of heartburn should be directed toward the relief of the factors which have produced the underlying esophageal functional disturbance. This usually necessitates correction of poor eating habits. In those patients in whom the symptom is of psychogenic origin, appropriate psychotherapy is indicated. Significant is the statement that a review of the course of the 46 patients who had heartburn indicates that, in general, drugs were of little use in the treatment of the symptom and were probably not essential for its relief.

Improved Sclerosing Agent

In a communication to the *British Medical Journal* (2:838, 1948), H. Dodd describes one of the newer intravenous sclerosants called P2G solution. It consists of:

Phenol crystals	**2 per cent**
Glycerine	**30 " "**
Glucose	**30 " "**
Water, pyrogen-free, to make	**100 " "**

This is a highly effective preparation which has been used daily for over two years at consulting-room and outpatient injections (approximately 3,000, with doses of 3 to 5 cc.) and at operations (about 500, in volumes up to 45 cc.). It has been harmless in this series of patients. It is an effective local sclerosant, giving a good non-painful thrombosis that is tender to the touch for only a short time. It has never incapacitated a patient from pain. No injection ulcer has followed its use. When it is injected outside the vein, an immediate sharp pain follows which makes the patient warn the operator to stop.

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The Art of Coating Tablets

(Continued from page 301)

alkaline, mildly acid or neutral. The formula in this instance is as follows:

Enteric Coating

Myristic Acid	**28 ounces**
Opal Wax	**25 ounces**
Castor Oil	**6 cc**
Cholesterol	**1 ounce**
Sodium Taurocholate	**4 ounces**

DIRECTIONS: Melt the myristic acid, opal wax, castor oil and cholesterol and dilute these with an equal volume of a mixture of equal parts of ethylene dichloride and benzine. To this mixture is added the sodium taurocholate dissolved in ten times its own weight of absolute ethanol. Agitate until solution is affected. This solution is applied in much the same manner as the shellac and after two subcoats have been given in the usual manner.

A patent has been granted the State University of Iowa on this process. A license must be secured from the University to use the procedure and a royalty of $25.00 per million tablets paid them. Further information may be secured by writing the University of Iowa.

Reclaiming Ruined Tablets

Regardless of how careful even the experienced operator may be there is going to be the occasional batch of spoiled tablets. There are, of course, many reasons for the necessity of discarding a certain lot of tablets. Chief among these reasons are oversized tablets and mottled coloring.

Tablets are apt to be oversized in such instances where the operator is unfortunate enough to do a rough job of subcoating. So many smoothing coats are then necessary to round off and smooth off the tablet that an oversized tablet is most likely to result.

There are many factors that might cause discolored or mottled tablets. Chief among these are:

(1) Attempting to color tablets not competly dry.
(2) Attempting to color tablets not completely rounded off.
(3) Using too concentrated a color in starting the color coats.

Once the tablets acquire a discolored condition it is usually impossible to bring back an even color. One will save a great deal of time and expense in such instances by reclaiming such a batch of tablets immediately rather than attempt to bring the color back by multiple subsequent coats.

To recover a bad batch of over-sized or discolored tablets does not involve too extended or difficult a process. The best method is to wash but several pounds at a time. Cover the tablets with lukewarm water and rub them between the hands. Continue thus agitating the tablets until the dark edges of the tablets themselves begin to appear. This indicates, of course, that such washing should be discontinued

at once. It is usually a good policy to give them a quick rinse in clean, fresh cold water. The tablets should then be quickly transferred to and rinsed in denatured alcohol. They should then be placed immediately in a rotating coating pan and thoroughly dried with the aid of warm air. Before recoating, if there is any question as to their dryness, they should be oven dried over night.

It may be that in some cases the tablets may wash off irregularly with some tablets larger than others. Here it is recommended that the smaller tablets be screened off and that the larger ones be rewashed. Otherwise, the smaller ones could be subcoated separately until they have been built up to the size of the larger ones by giving them an extra subcoat or two.

There have been several references to the use of denatured alcohol in this text. There are a variety of denatured alcohols which can be purchased tax free. A good alcohol to purchase and use in the processing of tablets is absolute alcohol No. 3-A. Before it can be purchased, however, a permit to buy must be secured from the Alcohol Tax Unit of the District Office of the U. S. Internal Revenue Service. The 3-A alcohol costs but a little over $1.00 per gallon and can be diluted if necessary. It has many advantages in all phases of tablet making and coating because of its absence of water. It evaporates quickly and leaves behind no undesired odor or material. Additional information pertaining to the various types of available denatured alcohols may be secured from the above mentioned firm.

As one who has previously attempted to master this art of coating tablets knows, the process has been pretty much a factory secret. Tablet coating procedures as employed in pharmaceutical plants may vary somewhat from those outlined herein. Fundamentally, however, the general routine is universally much the same. This process as now employed by so many, frankly, could be improved upon from a time saving angle. It is suggested that beginners, after becoming familiar with the modern process, be encouraged to experiment with varied coating solution formulae. No doubt, new and better agents could be employed to expedite the work in order to make it more consistent with present day production methods. However, until such time saving methods are developed for the benefit of the pharmaceutical industry as a whole, the general procedure given here is the best the tablet coating industry has to offer.

Although this text has gone considerably into detail in describing the various steps in tablet coating, it would be well for the beginner personally to observe a step or two in actual tablet coating. While not altogether necessary, it would assist a great deal in establishing confidence in proceeding into an unknown field of drug manufacturing.

In setting up a tablet coating department, it is well to use good judgment in planning the layout of that department. For example a spacious work bench

(*Continued on page 374*)

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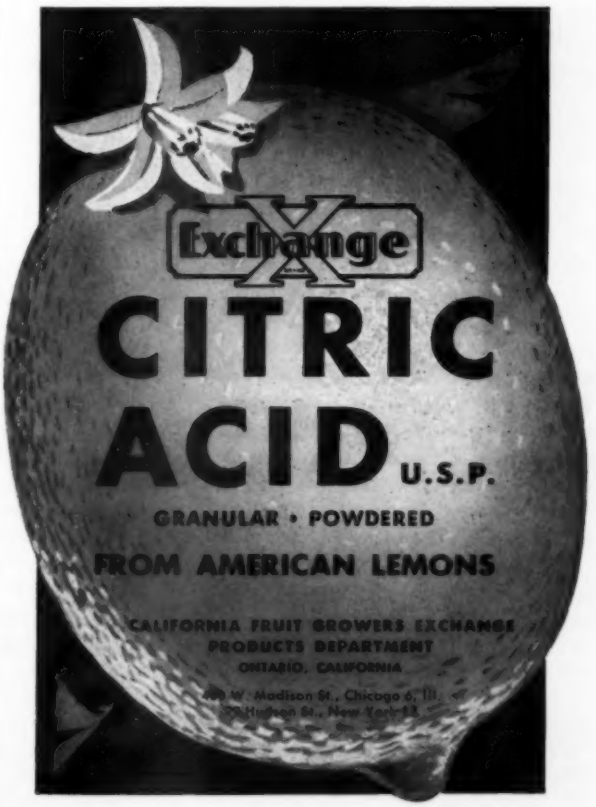

Perfumer's Shelf

Notes on Scents

According to an interesting note in Calco's *Dyelines and Byelines* for January, 1949 it is said that the two small yellowish areas high above each nostril constitute the principal mechanism of our sense of smell. Measuring less than one square inch, these areas are important for their color rather than their size, for researchers tell us that their pigmentation determines the sensitivity of the nose. The darker the yellow, the more acute is the sense of smell. Several rather intriguing ideas have been built on this theory, but one thing is evident. That is that the human race has enjoyed pleasant scents down through the ages. Ancient Egyptian mummy cases, unearthed after countless centuries, have yielded up strange, powerful and exotic scents. It is well known that these people, who brought the art of embalming to near-perfection, were actively concerned with sending their departed brethren out of this world, so to speak, in good odor. As there are colors that sell, there are smells that sell. And today, many manufacturers strive to correlate odor and color in product design, to appeal simultaneously to the consumer's olfactory and visual faculties. Making scents is a big business, and over a billion dollars is spent each year in the effort to evoke a favorable response from those two small yellowish areas above each nostril . . . tiny headquarters of the sense of smell.

Essential Oil Analysis

A discussion on the analysis of essential oils by Patin and Vignan, originally published in *Perfumerie*, appears in abstract in the *Perfumery and Essential Oil Record* (39:293, 1948) among the analytical methods considered in this discussion are those of Glichitch, Sabetay, Zerevitinoff and Raymond and Bouvetier. In one type of method, the process depends on the ease with which the alcohol reacts with a formic acid/acetic-anhydride mixture, allowing the reaction to take place below 15°C. and excluding carefully every trace of moisture; subsequently the mixture is heated progressively to 50°C. (in 15 minutes) and is then cooled quickly. The process of Sabetay is a semi-micro adaptation of that of Glichitch. Some results by this next method are as follows:

Substance	*Amount taken (G.m.)*	*Hydroxyl Index*	
		Found	*Calculated*
Alcohols:			
Ethyl	0.5	2.16	2.17
Primary Butyl	0.8	1.35	1.35
Sec. Butyl	0.8	1.37	1.35
Tert. Butyl	0.8	1.32	1.35
Iso-amyl	0.7	1.137	1.137
Stearic	3.0	0.37	0.37
Benzyl	1.0	0.93	0.925
Cyclohexanol	1.0	1.0	..
Phenols:			
Phenol	0.8	..	..
O-Cresol	1.0	1.07	1.06
Resorcinol	0.5	0.93	0.927
Naphthol	1.5	1.82	1.82
Thymol	1.5	0.7	0.67
Natural Product:			
Essence of African Geranium	3.0	0.35	0.35

This method employs the esterification of the CH groups by stearyl chlorate, resulting in the liberation quantitatively of acid, which can be titrated. The application of this method to tertiary alcohols is not yet proved.

Flash Points of Perfumery Solvents

In a discussion on the relationship between flash point and fire hazard, T. McLachlan (*Soap Perf. & Cosmetics* 21:1213, 1948) points out that manufacturers in general are concerned with the inflammability of their goods both with regard to precautions necessary in the factory and in order to comply with shipping regulations. Becoming more specific, he observes that cosmetic manufacturers and manufacturing perfumers employ inflammable solvents, such as alcohol, acetone, etc., which give off inflammable vapors. The inflammability of such solvents is usually estimated as a result of the determination of the flash point. The flash point of a liquid is that temperature at which the liquid gives off sufficient vapor that, when mixed with sufficient air, will enable it to burn if brought into contact with a flame. The flash point may be determined either as the "closed" or "open" flash point and for legal purposes the closed flash point is almost invariably used. McLachlan notes, however, that actual fire risk is really dependent more on the open than the closed flash point, because fires usually occur through a liuqid or a vapor being poured in the open in such a manner that the vapor or the vapors given off from the liquid may come into contact with a flame or a spark.

The following are the flash points of common perfume and cosmetic chemicals:

Acetone	**2°F.**
Methyl alcohol	**57°F.**
Ethyl alcohol	**57°F.**
Iso-propyl alcohol	**56°F.**
Amyl alcohol	**105°-115°F.**
Ethyl acetate	**31°F.**
Iso-amyl acetate	**77°F.**

Those for mixtures of alcohol and water are:

Ethyl alcohol	**100%**	**57°F.**
	80%	**66°F.**
	60%	**73°F.**
	40%	**80°F.**
	20%	**98°F.**
	10%	**120°F.**

McLachlan also points out that the flash point of a liquid may be varied by mixing with other liquids. If, for example, alcohol be mixed with water it will be found that the flash point will gradually rise, but some liquids, when mixed, give lower flash points because on mixing they form an azeotropic mixture and give off inflammable vapors at a temperature even lower than that of the flash point of the more inflammable liquid. This may be the case with acetone, which is frequently employed in nail varnishes and varnish removers. It is also possible to raise the flash points of liquids by mixing them with other liquids, which do not burn

themselves and which give off volatile fumes, which will tend to extinguish any fire due to the inflammable solvent.

Study on Dried Clove Extract

In another of his investigations on volatile plant substances, Y. R. Naves (*Helv. Chim. Acta.* 31:378, 1948) studied the benzene extract of dried clove flower buds. Ground commercial cloves percolated with benzene yielded 17.6 per cent of an oily extract containing approximately 77 per cent of eugenol, 14 per cent of eugenol acetate, no sesquiterpenes and small amounts of other compounds, including 0.36 per cent of epoxydihydrocaryophyllene ($C_{18}H_{24}O$), the so-called caryophyllene oxide of Treibs. The extracted clove tissue, dried free of benzene *in vacuo* then steam distilled, yielded 1.53 per cent of an essential oil consisting largely of caryophyllene. Naves came to the conclusion that caryophyllene is an artefact formed during the distillation and is not a natural biological product.

Oils from Peels of Coorg Oranges

Results of the chemical examination of the essential oils derived from the peels of Coorg oranges are given by S. S. Nigam and S. Dutt in the *Indian Soap Journal* (through *Chem. Abstr.* 42:4714, 1948). In their investigations, three samples of oil from *Citrus nobilis* (loose-jacket orange) were examined. The oil distilled from the ripe peel had the following characteristics:

Specific Gravity	**0.8494**
Index of refraction	**1.4750**
Acid value	**0**
Saponification value	**5.1**
Saponification value after acetylation	**9.5**
Specific rotation (in chloroform)	**114.0°**

It contained 93.58 per cent *d*-limonene 0.17 per cent methyl anthranilate, 1.01 per cent linalool and 5.24 per cent unidentified substances.

The cold-pressed oil showed the following properties:

Specific gravity	**0.8553**
Index of refraction	**1.4730**
Acid value	**2.42**
Saponification value	**11.9**
Saponification value after acetylation	**28.65**
Specific rotation (in chloroform)	**114.3**

This oil contained 94.06 per cent *d*-limonene, 0.12 per cent methylanthranilate, 0.18 per cent linalool, 0.21 per cent wax, 2.04 per cent monylcaprylate and 3.39 per cent unknown substances.

The oil distilled from raw peel showed the following properties:

Specific gravity	**0.8476**
Index of refraction	**1.4700**
Acid value	**0**
Saponification value	**3.41**
Saponification value after acetylation	**6.42**
Specific rotation (in chloroform)	**114.0°**

It contained 96.63 per cent of *d*-limonene 0.32 per cent of methyl anthranilate, 0.64 per cent of linalool, 0.48 per cent of citral, and 1.93 per cent of unidentified substances.

Nigam and Dutt found that the aroma of the cold-pressed oil is best because the wax in it acts as a fixative. The orange odor results from the presence of caprylic esters of *d*-limonene and nonyl alcohol, but these esters are decomposed on distillation of the oil by steam.

Oil of Wormwood

According to a concise review in the *Chemurgic Digest* for January, 1949, there was a time when the wormwood plant was used chiefly for the preparation of absinthe—a green, bitter, aromatic liqueur that came to be known as one of the most notorious of all alcoholic beverages. Today, however, the only known use of wormwood in the United States is for its yield of an oil that is one of the principal ingredients of certain external liniments to warm the muscles instead of assuaging the stomach.

Practically all of this chemurgic crop that is produced in this country is grown in St. Joseph, Cass, and Allegan counties in Michigan, and in St. Joseph county in Indiana. Growers usually get a crop that yields from 15 to 20 pounds of oil per acre, and some have gone as high as 35 pounds. Wormwood is a perennial that usually lasts for seven to 10 years from a single planting. It is originally grown in beds, and is transplanted with the help of mechanical setters.

The oil of wormwood is obtained by steam distillation. On reaching maturity, the plants are cut and hauled to a still. There they are tightly packed in tubs or vats, and cooked for one to two hours in live steam. The oil content is carried into the steam overflow from the vats, thence through a condenser where the oil is separated from the water.

Production of para-Cymene

H. K. Sondhi and his associates (*J. Indian Chem. Soc.* through *Chem. Abstr.* 42:4542, 1948) have studied disproportionation of carenes (from turpentine oil), using vanadium pentoxide, platinized gypsum, and partially dehydrated gypsum as catalysts. The best calatyst proved to be partially dehydrated gypsum, heated for one hour at 300°C., and then for one-half hour at 500° to 550°C. At reaction temperatures below 500°C., the crude para-cymene product could not be purified by distillation because of the presence of unreacted bicyclic carenes resulting from incomplete fission of the cyclopropane ring. At 500°, crude para-cymene, containing only the monocyclenes as the unsaturated impurities, was obtained. After two passes over the catalyst, the crude para-cymene, 40 per cent based on carenes, was shaken with 80 per cent sulfuric acid and steam-distilled to give a fraction boiling at 173° to 178°C., with an index of refraction of 1,4882, and a specific gravity of 0.8537. Oxidation of this fraction with chromium trioxide gave terephthalic acid. Hydrogenation of the crude para-cymene over a nickel catalyst gave para-menthane which boils at 169 to 170°C., has an index of refraction of 1.4514 and shows a specific gravity of 0.8083.

Mint Crop of Pacific Northwest

According to an item in *Chemurgic Digest* (7:18, Dec. 1948) Pacific Northwest growers have parlayed oil of mint into a million dollar business. They expect $4,400,000 this year from a crop that brought them only $200,000 a decade ago.

Oregon and Washington are challenging the traditional mint raising areas for first place, but Michigan and Indiana farmers, the long-established big growers, still are well out in front in amount of acreage. The payoff comes, however, in pounds of mint oil distilled, not in acres. That's where the western growers are making their bid. Per acre yield in Oregon last year was 50 pounds of oil, over double the 23.8 pounds obtained in Michigan. Washington's average of 47.5 pounds an acre was a long way above Indiana's 31.7. All mint oil is shipped to Chicago and points east of there. Research grants for studies to improve the yield and quality of peppermint oil by the Washington Agricultural Experiment Stations have been announced at Washington State College.

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Abreast of the Markets

Alcohol Prices Reach New Low--All Industrial Solvents Weaken In Sympathy. Menthol Softens On Spot.

The fine chemical market continued to be characterized by quiet trading with supplies in most cases ample and demand only moderate. Alcohol declined further, glycerin held to former price levels, menthol was slightly lower. The general price softening developments in the industrial solvents market led to a shading in acetone prices. Cocoa butter also moved into lower ground.

Citric and tartaric acid were in good supply while oxalic acid was definitely short. Shipments on contracts were reported behind schedule with no relaxation in demand. Tightness of oxalic acid was reflected in an advance in price for sodium oxalate.

Casein demand continued at the slow pace which held for most of 1948. A new latex substitute now being used in certain instances is reported to be greatly superior, without reference to price.

Alcohol Prices Reach New Low

Ethyl alcohol, the No. 1 industrial chemical, in its swift downward flight from the 70c a gallon level of last November, has come to earth close to the 1941 price.

With several further price changes during the period under review, the new level was set at 25c a gallon for pure ethyl alcohol, tax free, in tank cars.

The price now is only ½c above the level in 1941, when labor and other operating costs were far lower than today.

The new lower price is pinching the industry out of a profit and making the selling of ethyl aclohol a loss operation, at least to producers.

For some producers the current price appears to be below the cost at factory and leaves nothing to cover delivery, which on the average amounts to about 5c a gallon on a nationwide basis.

But the new price establishes the ethyl alcohol market at a level 3c below synthetic methanol, the counterpart of wood alcohol distilled from wood waste, which has largely replaced ethyl alcohol in the anti-freeze trade.

Should raw materials for fermentation alcohol be available this year at prices which would permit production of alcohol at the present level, alcohol might regain a portion of the anti-freeze market next winter.

Some 50,000,000 gallons of methanol was marketed to anti-freeze canners last year. High alcohol prices and improved methanol supply cut the use of ethyl alcohol last year in anti-freeze to about 12,000,000 gallons.

Losses in this market have been attributed as part of the cause for the present over-supply in alcohol, which has been a factor in the series of price cuts during recent months.

Isopropyl alcohol, which competes with ethyl alcohol in the proprietary field, was recently reduced to 28c a gallon in tank cars, and it is possible that the latest reduction in ethyl alcohol prices will bring a further reduction in isopropyl prices.

The new and lower tank car prices for the various formulae on the basis of 25c per gallon for pure ethyl alcohol follow: specially denatured No. 1, 28c; completely denatured 12, 28½c; specially denatured 12A, 26c; specially denatured 23H, 28c; proprietary solvent, 30c.

Glycerin Firm

Glycerin appears to be another large volume organic chemical showing a demand rate greater than current production. This has resulted in the dangerously low stocks, now held at 47 million pounds. A stock position of less than 50 million pounds has not existed since 1937, which when adjusted on the basis of the present stock-production ratio, would have been equivalent toa pproximately 80 million pounds or 60 per cent greater than at present. Hence, the present low stocks are regarded by the trade as too low for comfort.

As glycerin is a by-product commodity (85 per cent coming from the soap industry) its production rate is insulated from the usual market pressure. Hence little can be done to off-set the current demand until soap production is increased.

The production of glycerin by synthesis from petroleum by-products offers a new and independent source which. although dependent upon another industry, is nevertheless substantially free from an outside ceiling. At the present time, the volume of the synthetic product, estimated at 10 to 12 million pounds current annual rate has not been sufficient to influence the total supply appreciably, since only 2 months have elapsed since production began. It is anticipated that this new source will be a major factor in offsetting the drop in natural glycerin production referred to above.

Menthol Down

The price position of this item declined at the beginning of February as a result of lower offerings at primary markets, and the approaching new crop material which is about due. The current price range on spot material was $8.75 to $9 per pound.

A report from abroad indicates that the Japanese are now collecting a crop of 40,000 pounds of crude mint oil, which is equal to 16,000 pounds of menthol, which will be available for export from March forward.

The market in India is strong, states this report, and exporters are selling menthol at around $9.50 per pound f.o.b. Japan or $1 more than United States buyers are willing to pay.

Natural menthol imported in October, 1948, largest quantity arrivals since May, amounted to 34,174 pounds having an import value of $246,676 of which 16,534 pounds valued at $123,397 came from Brazil; 13,680 pounds, value $92,976 from China; and 3,960 pounds having an import value of $30,303, from Japan. During the first 10 months of 1948, menthol receipts from Brazil, China, and Japan totaled 375,334 pounds with an import value of $2 585,-250.

• Prices quoted in this section were current on the first of this month.

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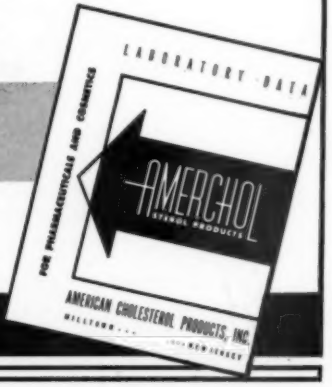

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Trading in Essential Oils Slows Up--Price Trend Mixed. Higher Lemon Oil Prices Due To Production Cost Rise.

Price changes in the essential oil market during the trading period under review included a higher position for clove and Ceylon citronella but lower ones on grapefruit, lavender flower, and savin oil. Citrus oils were the subject of considerable consideration. Lemon oil proved to have considerable strength because of the higher wages, transportation, and packing costs.

Higher quotations on wormseed oil, plus a sharp reduction in those on juniper berry oil and others of more moderate degree on star anise and eucalyptus oils, including a cheaper market on nutmeg and mace oils, comprised major developments of the period.

Also noted as having pricewise interest was the upward revision of Italian lemon oil, a sharp advance in the spot price of Bourbon vetiver oil; a further reduction in the quotation on angelica seed oil; and the establishment of cheaper prices on petitgrain oil.

Domestic production of the mint oils, including peppermint and spearmint, in the principal producing States in 1948 recorded an increase over 1947, according to the Department of Agriculture. The combined yield was 2,188,000 pounds compared with 2,084,000 pounds in 1947. Peppermint oil output dropped to 1,486,000 pounds from 1,603,000 pounds in 1947 while spearmint oil rose to 702,000 pounds in 1948 from 481,000 pounds in the preceding year.

States reporting production included Indiana, Michigan, Oregon, and Washington for peppermint oil; andMichigan and California for spearmint oil.

Essential oils imported for domestic consumption totaled 633,713 pounds in October, an increase of 84 per cent over arrivals in the preceding month. Oil of citronella from Guatemala, Ceylon, Honduras, and the Netherlands Indies accounted for slightly more than one-third of the October 1948 oil imports. January-October 1948 arrivals of essential oils aggregated 5,296,679 pounds.

Poland Will Produce Essential Oils

Up to the present, essential oils have been imported into Poland, but recently, the Herbs Section of the Central Agricultural Agency of the Polish Government opened a factory in Lodz for the production of these essences. This plant is to produce mint, juniper, fir, fennel, cumin, pine, and calamus (sweetflag) oils.

Output of these essential oils in 1949 is expected to meet the entire domestic demand, with a surplus for export.

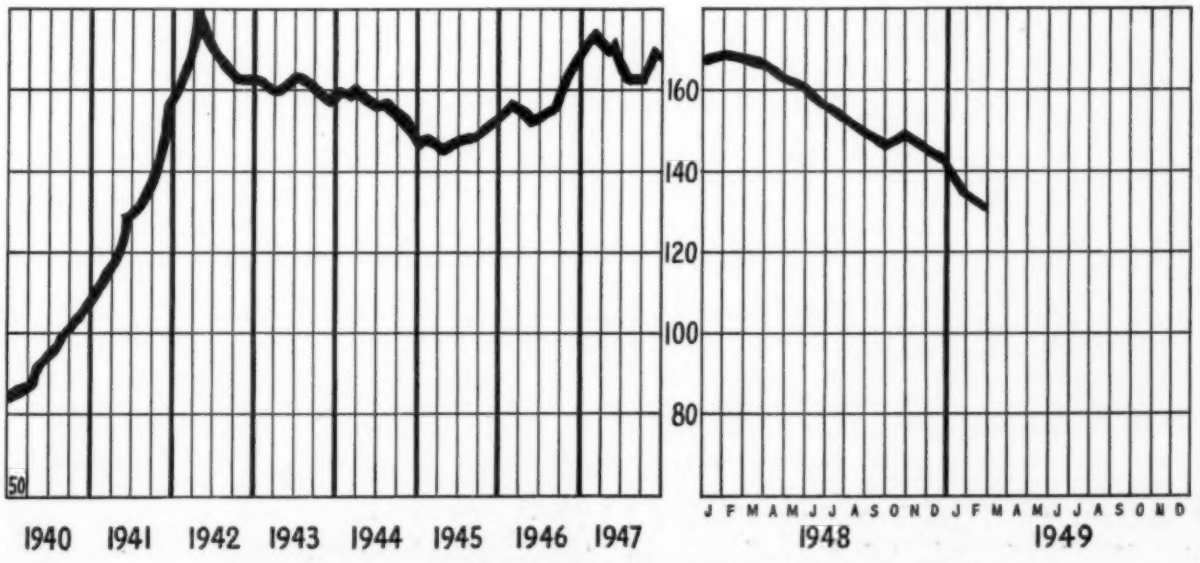
Lavender Oil Easy

More attractive quotations developed on lavender oil of 30-32 per cent ester content. The market was minimum at $2.50 per pound with the range upward to $3.10 as to seller. French flower oil having 38-42 per cent ester content held steady to firm on the basis of $3.50 to $4.50 per pound. Plenty of both qualities of oil were available on spot. Russian oil was maintained at $3.75 per pound. Spanish spike oil was none too steady in price but open quotations lacked change. Demand for all varieties of oil were fair but orders were for prompt needs rather than future requirements. Replacement cables were steady.

Lemon Oil Firm

It has been officially stated that the sharp rise in prices on California lemon oil was the result of a rise in practically all charges relating to the production, sale, and delivery of this material. It has been also definitely stated that the freeze in California had nothing to do with the rise—a statement almost self evident for the reason that frozen fruit unfit for eating may still be used as raw material for making oil. The freeze should, therefore, provide much larger stocks for processors. Quotations on Italian oil were raised to $3.25 per pound minimum in keeping with the strength and rise of prices on domestic oil. This price compared with $2.90 to $3 prevailing on the California product. Oil of a quality comparing favorably with the product made in California is not readily obtained in the Italian markets.

50 Raw Materials—Weighted Price Index. 1926 = 100.



The price index of fifty commodities for February declined from 134.2 to 130.5.

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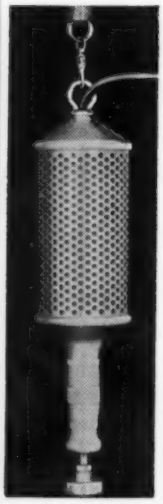

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DOWN

Alcohol No. 1 Spec. 12½c
Ethyl 12c
Anisic Aldehyde 25c
Balsam Tolu 20c
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Carnauba Wax No. 1 14c
Casein 2c
Dandelion Leaves 4c
Eucalyptus oil 3c
Grape Fruit Oil 25c
Henbane leaves 6c
Juniper Berry Oil 75c
Lavender Oil 10c
Mace Oil 25c
Menthol Nat. 25c
Nutmeg oil 45c
Petit Grain Oil SA 10c
Senega root 5c
Spearmint Oil 30c
Stearic Acid TP 2c
Theobromine Alk. 75c
Zinc Stearate 4c

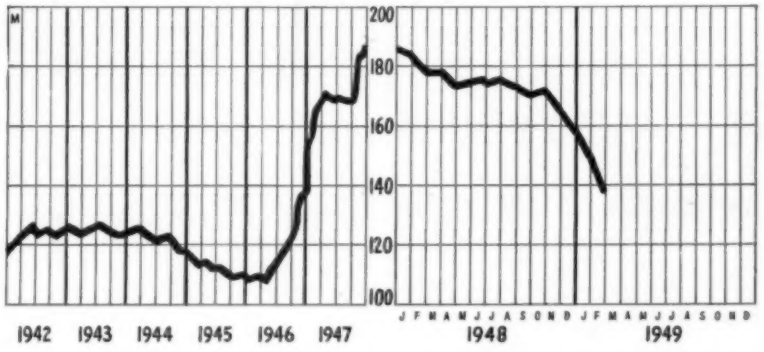
Waxes Soften

Cheaper prices for replacements have affected the local market for candelilla wax to the extent that prices were cut 5c per pound. Crude was nominal at 55c to 57c per pound, and refined at 59c to 61c per pound, as to quantity for prompt delivery. October imports of 221,000 pounds slightly exceeded the total 214,000 pounds for the first 9 months of 1948.

The market for carnauba wax was further unsettled by liberal offerings, in some instances below the cost of replacements. Business was inactive and quotations entirely nominal. October imports of 749,000 pounds were 12 per cent above those in September.

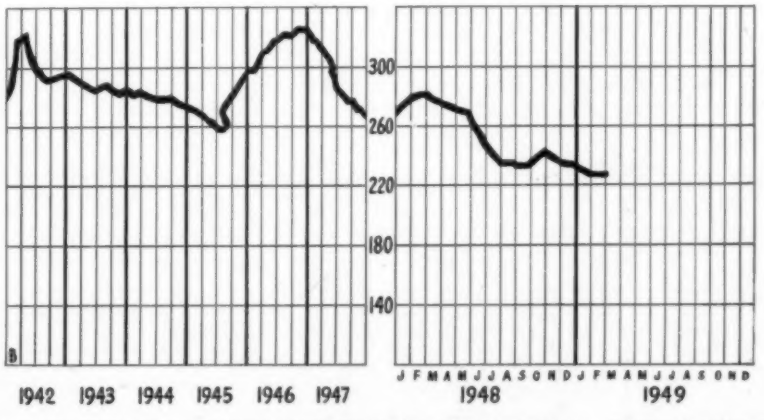
Trading in beeswax was limited to small lots for immediate needs. Refined grades were unchanged but entirely nominal. Crudes were off about 1c per pound. October imports totaled 353,000 pounds, 13 per cent above those in September. Africa was the origin for 54 per cent of October receipts and the remainder arrived from Latin America.

15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.



The medicinal chemicals index declined from 147.2 to 138.3. Alcohol declined drastically, menthol was lower, mercury advanced.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined fractionally from 234.3 to 234.1. The only change was in Balsam Tolu.

Isopropyl Alcohol Prices Slashed

In order to meet competitive conditions in ethyl alcohol producers reduced isopropyl alcohol prices 2c a gallon. Although the reduction was made February 16th the new and lower quotations applied to all orders placed February 15th. Isopropyl alcohol enjoys a wide demand as a solvent in lacquers and in extraction work and is also used in the proprietary field.

Antibiotics Advance

Producers of sulfanilamide U.S.P. XIII advanced prices 25c per pound and now offer this item at $1.35 per pound in 100 lb. drums. In 25 pound drums the price is $1.50.

Sulfathiazole U.S.P. XIII was also advanced 50c per pound to the following basis: 100 lb. drums $3.65 per pound; 25 pound drum $3.80.

Production of the sulfa drugs in September 1948 totaled 275,018 pounds, according to the U. S. Tariff Commission. September's production was the largest since February. Sulfonamide output for the first 9 months of 1948 amounted to 1,776,492 pounds.

Seventeen firms comprising the producer-primary distributor group of the domestic streptomycin industry reported November 1948 production as 5,416,126 grams, stocks on the last day of the month were 5,240,445 grams, and Government agency requirements for the month were 61,869 grams. Domestic civilian requirements of 1,118,850 grams were reported and 2,642,830 grams were said to have been exported.

December 1948 production is estimated to be slightly greater than the November total. Increases in both domestic and export requirements are expected to lower November's abnormally high stocks.

The Department of Commerce on December 24 removed streptomycin from the Positive List of commodities. This cancels the necessity for exporters to obtain validated licenses to ship streptomycin to destinations outside the "R" countries of Europe and adjacent

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areas. Improved output by domestic producers prompted the removal decision. The action results from effort made by the Office of Domestic Commerce to secure a relaxation of shipping controls over streptomycin.

Penicillin output, amounting to 6,111 billion Oxford units in September, was the smallest since January. January-September production of this antibiotic totaled 67,999 billion Oxford units, almost two-thirds greater than the penicillin output in the full 12 months of 1947.

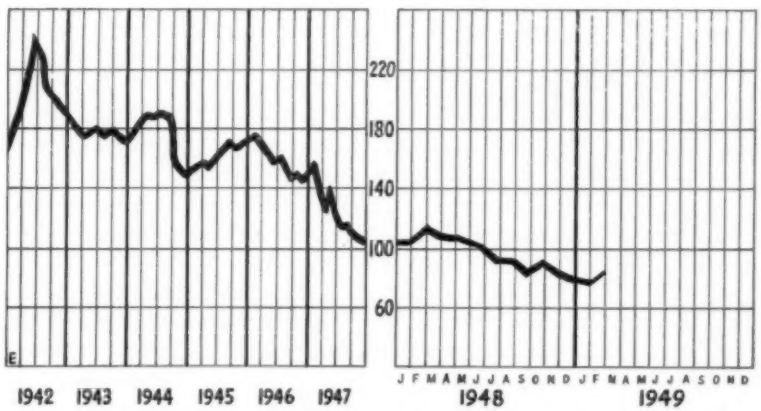
Agar Firm

The domestic market for agar was firm with demand steady at only a moderate level. A credit plan has been provided for the assistance of Japanese processors and producers of agar. Under the plan agar producers may pay for their supplies with money obtained from banks on promissory notes, and pay the notes off as they sell their product. To guarantee banks against loss the loans will be underwritten by the Reconstruction Finance Company of Japan. This was thought likely to spur the agar industry in Japan, since heretofore producers were having a hard time financing their operations because of the long period of around eighteen months required for the complete production operation, and the long distances the seaweed had to be transported for processing.

New Camphor Prices

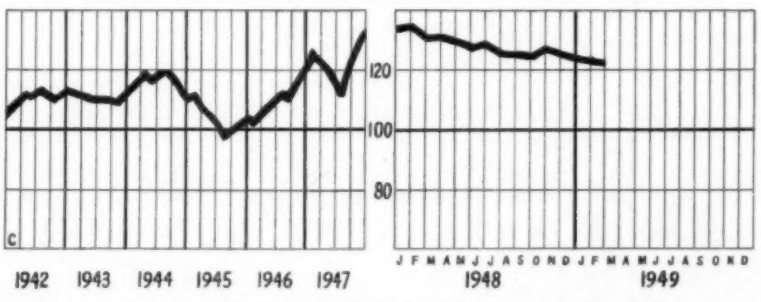
Prices on Japanese U.S.P. natural camphor reaching this market recently were on an f.o.b. Japan basis, not on the prewar shipment basis of c.i.f. New York in bond, or duty paid, New York. On the f.o.b. Japan basis they were as follows: powder, 46c per pound; slabs, 51c; half-ounces, 66c; quarter-ounces, 71c. The duty on refined natural camphor is 5c per pound. These quotations on natural camphor compared with the domestic U.S.P. synthetic tablets at 78c per pound and powder at 58c. What the price relationship will be when the f.o.b. Japan prices are converted into duty paid New York quotations remains to be developed.

15 Essential Oils—Weighted Price Index. 1926 = 100.



The essential oils index advanced from 84.1 to 88.3. Anise, citronella, lemon and limes advanced. Eucalyptus and lavender were lower.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



The cosmetic raw materials index declined from 126.3 to 124.0. Alcohol, Balsam Tolu, candelilla, menthol, and stearic acid declined. Balsam Peru advanced.

Zinc Stearate Down

The U.S.P. zinc stearate dropped another 3c during the current trading period, along with the other metallic stearates. The price of stearates has fluctuated rather frequently over the past year as a result of up and down price movements in stearic acid as the latter reflected the tallow market. In addition there has been several increases in zinc metal. The stearate, of course varies in price much more than most of the other zinc salts, because its cost is so much affected by the fluctuating of stearic acid. The new price level in carlots was 39c per pound, and 40c in less than carlots.

Cocoa Butter Lower

As a result of the rapidly declining market in cocoa beans, along with other commodities, the price structure of cocoa butter dropped to 48c per pound in carlots. The marked decline in prices over the past several weeks has been given due attention since it was not long ago that prices were around 90c per pound.

The lower prices prevailing for cocoa beans has also markedly affected the price position of theobromine and salts. Prices on these items were reduced 75c per pound. The alkaloid was reduced in 100 pound quantities from $6 per pound to $5.25. Theobromine salicylate in 50 pound lots was quoted on the new schedule at $5 per pound, varying as to quantity up to $5.25 for the 5 pound package.

Theobromine and sodium acetate in 50 pound lots was quoted at $4 and varied up to $4.45 for the 5 pound lots. Theobromine sodio-salicylate in 50 pound lots was quoted at $3.15 to $3.50 for the 50 and the 5 pound quantities respectively.

Exports to U.S. from Hong Kong

Declared exports of essential oils from Hong Kong to the United States during the first 11 months of 1948 included the following items: Cassia, 77,500 pounds, valued at $104,570; citronella, 45,277 pounds, $48,115; aniseed, 248,250 pounds, $158,597; ho oil, 5,036 pounds, $5,612; and camphor, 86,107 pounds, $22,589.

Declared exports of perfume materials from Hong Kong to the United States during the same period consisted of the following items: Geraniol, 360 pounds, $594; musk, 162 pounds, $19,876; safrol, 2,540 pounds, $668; and flower water, 63 pounds, $107.

KOMMON SCENTS!

Everybody is looking forward to March 15. Some taxpayers, it is believed, look forward to it with all the fervor and enthusiasm of a wet sock.

•

It's not a reluctant citizenship when it comes to carrying the tax burden. It's just that porters and stevedores seem to carry heavy things so much better. Especially if they enjoy a guaranteed annual wage.

•

One shouldn't really complain, since all taxes are based on the ability to pay. But any Joe Louis opponent will tell you that the willingness to do something isn't quite the same as the ability.

•

During the war years, many of us translated our tax contributions into terms of tanks, guns and planes. Today, many of the same contributors couldn't buy a pop gun.

•

But we'd all be ingrates not to appreciate the new community property returns. This has the effect of keeping the married taxpayer in the lower brackets. Perfectly reasonable, since the wife is generally responsible for keeping hubby in the lower bank balances.

•

Naturally, we're perfectly happy to pay taxes if it means a higher salary for President Truman. Anytime an employee converts a temporary job into a permanent one he deserves a raise.

•

(Besides, Harry's landlord has been stalling him so long on paint and minor repairs. Seems he was expecting another tenant.)

•

But the Cosmetic Industry, already nursing a headache from chronic excise taxes, takes a philosophic view of the approaching tax date. We have found that cynicism and bitterness are pointless, since the minions of the law are always in a position to kick us right in the asperity.

George Fiedler

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The Art of Coating Tablets

(Continued from page 363)

should be provided and the tablet coating pans should be close to this bench and facing it. Then, too, such materials as the coating solutions, talc, etc. should be handily accessible. Even though only crudely constructed, ducts should be provided for an exhaust and blower system. A well-planned layout will save many steps and greatly facilitate tablet coating work.

The location of the coating department is important, too. A location which provides adequate light and ventilation is desirable. Care too should be given in selecting quarters where the humidity is the lowest. To facilitate drying so important in this work, it is quite evident that it is advantageous to have dry atmospheric conditions.

There may be the odd instance of coating tablets for shipment into tropical climates where a sugarless coating may be desired. In this case the gelatin solution is used in place of plain syrup. The procedure is somewhat like that of subcoating except that a dry powdered starch or calcium carbonate is added to the tablets after they have been given a subcoat and have begun to dry. The dusting powder, too, should contain a small amount of powdered gum tragacanth, about 15 per cent, for best results. The coating is finished with several applications of the gelatin solution alone. The coating cannot be polished with wax, but after the tablets have been allowed to roll in the pan for a few hours a nice polish can be secured by giving the tablets a coat of a very thin solution of tolu, denatured alcohol being the solvent.

To hasten the rounding off process after subcoating, some operators load their syrup by mixing with it an additional quantity of powdered sugar. This thick syrup is applied in the same manner as the plain syrup except in larger volume. Heat may be used in drying between coats after the tablets have begun to dry. Others use rounding-off solutions with a formula similar to the following and applied in the same manner as the thickened syrup mixture:

Powdered Talc	**2 ounces adv.**
Cornstarch	**6 ounces adv.**
Water	**16 fluid ounces**
Simple Syrup	**q.s. ad. one gallon**

DIRECTIONS: Make a paste of the water, starch and talc and add to simple syrup. Heat mixture to the boiling point and strain through cheesecloth to remove any lumps. Apply cold.

There may also be the odd instance when, after polishing, the operator decides that added color coats are necessary. In such a case, adhesion of syrup coats to the waxy finish is questionable. Although subsequent coats may appear to adhere satisfactorily the additional coats are very apt to chip off in the repolishing procedure. To remove the glaze finish, it is suggested that the tablets to be recolored be allowed to rotate in a coating pan, subject to heat until the waxy finish entirely disappears.

As referred to once before in this text there are about as many "Don'ts" as "Musts" in this work. The principal precautions are listed as follows:

DON'T attempt to subcoat cold tablets, principally in winter months. For best results warm them up to 80 or 90°F. first.

DON'T attempt to coat a batch of tablets until they have first been screened to remove dust and broken tablets. Otherwise, rough lumpy tablets will result.

DON'T subcoat too heavily on the first coat or two so as to avoid "twins" and larger clusters of tablets stuck together.

DON'T guess. Measure out required amount of solutions and powder for use in subsequent applications.

DON'T continue subcoating if dusting powder accumulates in the back of the coating pan until such excess is removed.

DON'T apply heat too soon after applying subcoating dusting powder. Allow tablets to smooth out first.

DON'T attempt to subcoat hygroscopic materials or substances incompatible with water until they have been "waterproofed."

DON'T apply shellac or other forms of enteric coating until two or three subcoats have been given.

DON'T apply shellac solution to warm tablets. If tablets are warm, rotate them in the presence of a cold air blast until cool.

DON'T apply any type of second coat until assured that tablets are dry inside and out. This is the most important single precaution in tablet coating.

DON'T return to the coating pan tablets that have been pulled apart after adhering together from previous coat or coats.

DON'T be hasty. It is better that one is resigned to the fact that a good coating job is a comparatively extended process.

DON'T attempt to secure real smooth finish coats by giving syrup coats in a rough pan.

DON'T attempt to apply color until tablets are filled out completely and are well rounded off.

DON'T attempt to color coat two contrasting colors in closely adjacent pans. Speckled tablets are very apt to result.

DON'T continue to use heat if pin holes appear while drying syrup coats. The formation of such pinholes indicates that the tablets are drying too quickly.

DON'T rotate tablets by power on last finishing coat after syrup has been evenly distributed over tablets.

DON'T attempt to "bring back" an even color by subsequent color coats when a mottled coloring has set in. One will save time by reclaiming the tablets immediately.

DON'T attempt to polish tablets in a room laden with dusty air.

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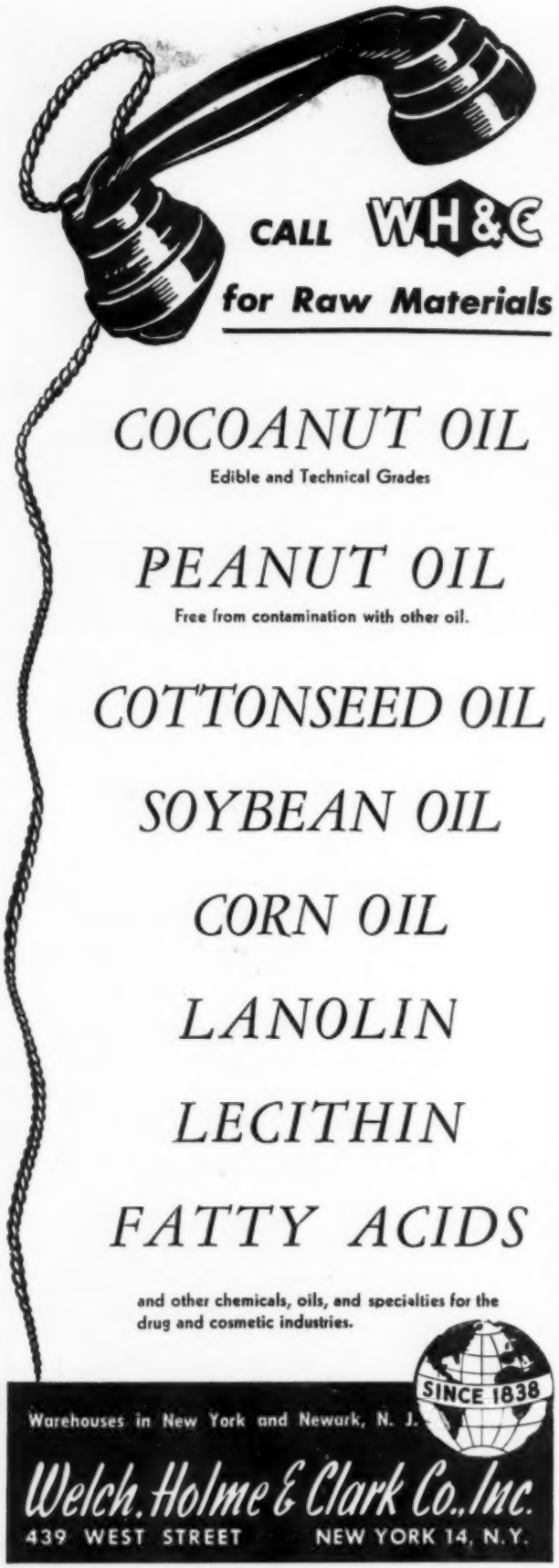

DON'T use heat in polishing. Heat will loosen wax deposits from side of polishing pan, particles of which will adhere to the tablets.

DON'T prolong polishing unnecessarily. Chipping of the coating is apt to result.

The author desires to acknowledge the valued assistance and advice of Mr. Ronald Clarkson, the well-known tablet consultant.

Newer Views on Vitamin E

(Continued from page 304)

administration of vitamin E to 25 women, seven reported complete and 16 great relief. The relief of symptoms in these patients after this therapy could not be distinguished from that obtained with estrogens. In some cases vitamin E seemed more effective than the hormones in relieving the symptoms of vasomotor instability. According to Cristy, the chief advantage over estrogen is that vitamin E is free of any stimulative effect on the genital system or on the parenchyma of the breast. It plays no carcinogenic role as the estrogens may do and therefore can be used freely in menopausal patients with neoplastic diseases.

These observations have been confirmed by Ferguson.[32] Following a study of 66 patients, he came to the conclusion that vitamin E had proved its effectiveness in the treatment of the menopausal syndrome, even though its mode of action is not yet understood.

The observation that severe vitamin E deficiency in certain animals resulted in muscular dystrophy and paralysis led to its trial in the treatment of muscular dystrophies and amyotrophic lateral sclerosis in humans. At one time there was great hope that vitamin E would prove valuable in the treatment of neuromuscular disorders. Unfortunately, the early encouraging reports[1,33] could not be confirmed by later investigators.[16,34,39] However, because some favorable results have been obtained when dosages of alpha-tocophenol have been high,[4] vitamin E is still being used in the treatment of muscular dystrophies.[40]

Several workers have investigated the potentialities of vitamin E in the treatment of other neurological conditions and certain mental disorders. Stone[41] used vitamin B and E in the treatment of patients with tabes dorsalis that had resisted other forms of treatment. He found that no improvement occurred until vitamin E was administered simultaneously with vitamin B complex. There was definite improvement after six weeks of treatment. Since then Heilbrunn and Hoffenberg[42] have tried a combination of vitamin B complex, vitamin E and thiamin chloride in the treatment of various neurologic disorders. However, they observed definite improvement only in the patients with tabes dorsalis. Their results, they feel, encourages the use of multiple vitamin therapy in patients with this condition.

Encouraged by Cristy's results in the treatment of the menopause, a condition characterized by emotional disturbances and neurotic symptoms, Michael and

Ruggles[43] decided to try vitamin E in the treatment of various mental disorders. As a result of their observations on 35 cases, they came to the conclusion that vitamin E therapy may be of value in the conservative management of depressed patients when shock therapy is contraindicated. Significant is their opinion that the effects of the vitamin E therapy is due to a drug action of the tocophenols rather than to a correction of a deficiency of the vitamin.

Following the lead set by Steinberg[44] in his 1941 and subsequent reports of good results, vitamin E has been used successfully in the treatment of primary fibrositis. This condition is characterized by a local or general inflammatory reaction of the fibrous connective tissues. Ingham[45] treated twelve patients with this condition by the oral administration of vitamin E. No untoward effects were observed and all the patients showed remarkable improvement with complete relief of symptoms in from three to four weeks. Good results were also obtained by Ant[46] through the inunction of a vitamin E containing ointment, with or without supplemental oral administration of the vitamin.

During the last few years, much attention has swung toward the potentialities of vitamin E in the treatment of heart disease. Despite favorable reports that the vitamin is beneficial in such conditions, its value in this connection has not gained general acceptance.[12,47] Animal studies indicate that severe vitamin E deficiency may cause sudden death, with microscopic evidence of pathological changes in the myocardium and the conducting mechanism.[48,49]

In clinical investigations, Vogelsang and the Shutes[50] obtained marked beneficial effects from vitamin E therapy in patients with various forms of heart disease. In their preliminary report they noted that where anginal pain was present it was either greatly relieved or disappeared entirely. All patients showed an increased exercise tolerance, and those with edema showed a weight loss and the disappearance of clinical edema. In addition, all patients voluntarily reported improvement in their sense of well-being. These preliminary findings were confirmed in studies on a large number of patients.[51,52]

Other investigators[53,54] were not able to confirm these findings. For example, on the basis of their own observations, Baer, Heine and Gelfond[55] felt that they could not recommend the use of vitamin E in the treatment of angina pectoris, congestive heart failure or hypertensive disease. From studies on a small series of cases, Makinson and his co-workers[56] concluded that vitamin E is not of any therapeutic value in the routine treatment of angina pectoris.

In considering these unfavorable reports, Shute and his associates[15] attribute the failures to inadequate dosage administered over too short a period. They emphasized their view that in the therapy of such conditions they were not treating a deficiency, but were using the vitamin as a drug.

Another phase of vitamin E utility which is gaining much attention is its employment in the treatment of

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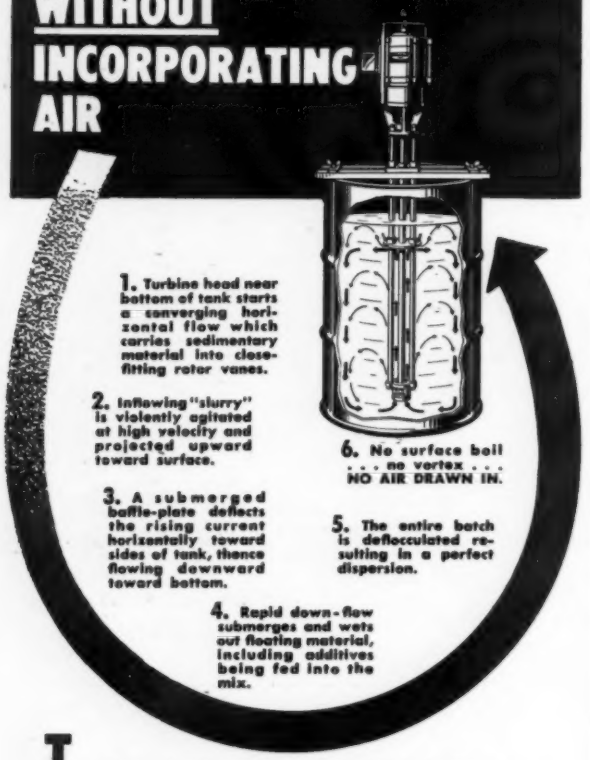
1. Turbine head near bottom of tank starts a converging horizontal flow which carries sedimentary material into close-fitting rotor vanes.
2. Inflowing "slurry" is violently agitated at high velocity and projected upward toward surface.
3. A submerged baffle-plate deflects the rising current horizontally toward sides of tank, thence flowing downward toward bottom.
4. Rapid down-flow submerges and wets out floating material, including additives being fed into the mix.
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vascular diseases. Expressing the view that tocophenols may be helpful wherever improved arteriolar circulation or better oxygen utilization in tissues is desired, Shute and his associates[57] feel that the vitamin relaxes thrombosed veins to permit blood circulation over and past a thrombus or blood clot. Using large doses of vitamin, they effectively treated cases of thrombophlebitis and phlebothrombosis, indolent ulcers of the leg and ankle, thromboangiitis obliterans (Buerger's disease), early gangrene of the extremities, and cerebral thrombosis. Best results were obtained when treatment was given as early as possible.

In thirteen cases of indolent ulcers of the leg and ankle, these workers obtained "prompt and lasting" results with vitamin E therapy. Burgess and Pritchard[58] also reported that the vitamin is of "undoubted value" in the treatment of sclerosis of the legs with associated leg ulcers. They described its use in seven such cases in which the oral administration of tocophenols seemed to speed healing and promote regeneration of the collagenous connective tissue. Subsequently it was suggested[59] that quicker and better results in the treatment of leg ulcers are achieved through the use of large oral doses of vitamin. Even such results, it was said, could be improved in many instances by the concomitant use of the vitamin in ointment form.

In a report published in 1948, Burgess[60] described his observations on the effect of vitamin E in certain diseases having a common degenerative collagenous state, such as granulomatous ulcer of the leg, sclerosis of the legs, lupus erythematosus, and atopic dermatitis. Following the intramuscular and oral administration of tocophenols, results were good in all cases. Other studies[61] on the use of vitamin E in the treatment of these skin conditions have been reported recently.

Vitamin E has been tried in the treatment of various other conditions. In some of these studies, most of them of a preliminary nature, the use of tocophenols has yielded some measure of success, in others it has been of no value at all. Glaser and Dam,[62] for instance, reported failure from the use of vitamin E in the treatment of hay fever. On the other hand, it has had "remarkable" effects in many severe cases of vulvovaginitis, even upon some early leucoplakias.[63] There are indications that vitamin E may be useful in certain forms of nephritis[64-65] in the treatment of interstitial keratitis[66] and in the therapy of purpuras.[67]

Although vitamin E therapy will probably never play the role that its fellow vitamins have found in other conditions, Kehler[7] feels that it should be studied much further, both experimentally and clinically. This is all the more to be encouraged because it apparently does no harm and has the possibility of doing good.

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New Product Problems

(Continued from page 297)

corresponding group for the past several years to note the regularity with which some of the same suggested products have appeared for discussion on the agenda, and the number of reversals of decision regarding their acceptance and/or rejection. At times the committee is certain that such products should be developed and marketed; the entire organization is alerted and preliminary work begins. Within the next month or so facts (which were available but not introduced previously) come to light and a reversal of decisions is made. This is only one example which causes much indecision; *the lack of the presentation of all available facts at the time of the first consideration of the new product.* Without previously gaining data from such departments as sales, medical, laboratory research, production, etc., an intelligent decision cannot be made as to whether or not such a product merits consideration. As anyone knows, costs alone will frequently prohibit other than initial consideration. It is this state of indecision and lack of close interdepartmental administration and liason which may cost valuable time and render some features of a product obsolete before it has reached the open market.

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readily available on short notice all information concerning therapeutic trends and professional demand for products in every major field of medicine. Much of this knowledge as it relates to industry was never gleaned during conventional medical training; this has come as a surprise on occasion to management who, not being medically trained, gained the idea that an M.D. degree enabled one to answer such questions regardless of industrial experience. We know that a large part of the sound judgment necessary in recommending new products must come from the years of experience necessary in associating medical thinking with business. Medical experience is imperative early in product development, for at a later stage when clinical investigation is required, by the very nature of the process, this often proves the greatest "bottleneck" of any of the departmental efforts.

At the risk of repeating the importance of interdepartmental coordination, I would like to point out a few recent examples for consideration: The advantage of coordinating developmental efforts with distribution and promotion may be exemplified by the recent introduction of Aureomycin by Lederle. From a remote view it appears to have been a highly successful example of integration. All research that was concomitantly carried on during the time of its development culminated in a meeting that was attended by at least 400 scientists in a conference on Aureomycin in the Division of Mycology of the Section of Biology of the New York Academy of Science in July, 1948, and an entire number of Annals of the New York Academy of Science 51: pp. 175-342 was devoted to the reports rendered. By the time of the impact of the dissemination of this information, the product was released with a widespread interest.

A similar instance occurred in our own company about a year ago with the release of Flo-Cillin "96." All developmental efforts were integrated to a point climaxed by the first disclosure in the form of a presentation before the Antibiotic Study Group of the National Institute of Health in Washington in April, 1948. The product was released at about the same time and the first major clinical publication appeared in the J.A.M.A. the following August. Thus a widespread knowledge of the product was effected in a short period of time in a highly competitive field.

In addition to being probably the most important and most fascinating link in the chain of new drug developments, the clinical investigation of a new product is attendant with difficulties as well as occasional pleasantries that are well known. I do not envy Dr. Nelson of the Food and Drug Administration his responsibility, nor anyone else whose duty is to examine data that have been accumulated by others and pass upon its validity without the opportunity of having had experience in its accumulation. Medical directors of pharmaceutical firms have a real opportunity to evaluate the results of their development and research since they are closely and constantly associated with the investigation throughout its course, and it is their

responsibility medically to approve or disprove the introduction of a new product depending upon their evaluation of the accumulated facts.

In this period of increasing competitive pressure, one must be even more careful not to recommend the release of a product until it has been thoroughly evaluated. The race to be first to the market has often accounted for promotional disaster and a breakdown of many claims, and all are aware of occasions where initial distribution has been recalled at great expense to the firm involved for this reason. Claims as to the indications and efficacy of new products can be made with comfort and certainty provided they have been adequately substantiated by adequate investigation. There is no royal road to the finished development of any drug! There is no accelerated method of observing end effects from the chronic administration of drugs, nor no conversion factor that we might use following an acute experiment to predict long ranged pharmacodynamic actions. There is an expensive and important time factor in product development that can, however, be reduced to a minimum by wise administration and planning and to be successful, these factors must be recognized by management regarding researches on new drugs. We must gain an adequate amount of information and so far as I am personally concerned this usually extends far beyond the requirements of some of our prevalent censoring and regulating agencies. Products may then be distributed according to the individual formula and schedule of your company and forecasts of greater accuracy made on such matters as the amount of initial stock, production, price scheduling, etc.

"In the development of a new drug product the pharmaceutical manufacturer assumes three responsibilities: first, to the patient who uses it, second, to the physician who prescribes his product, and last, to the future benefit of his company." de Haen.

Management and New Products

(*Continued from page 293*)

First: A schedule fixing responsibility at each stage of product development, so that each department knows exactly what to do, when to do it and whom to keep informed.

Second: A committee to consider the progress of all pending research and product development on which should sit representatives of executive management, medical research, sales, chemical or new product research, pharmacological research, development and production. This committee should meet frequently—at least once every two weeks where there is an active schedule—should keep minutes and should have the necessary authority to keep things moving. Such a committee needs the stimulation of a driving force in the person of a chairman who is perpetually mindful of the need for achievement. The committee should be encouraged to be self sufficient, but at the same time should be periodically warned against the unfortunate,

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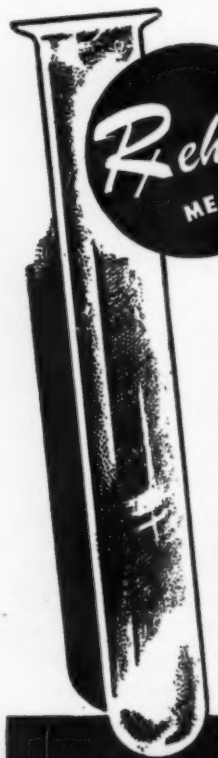

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but all too common, business affliction of permitting research to follow an "interesting trail" which may or may not lead to scientific accomplishment. If the research is solely for the sake of the plaudits of scientists and not for purpose of advancing the progress of the business, it should not be authorized. The committee must also be constantly mindful that research which produces new products must produce better products than those already available to medical science and products which can be marketed at or below price levels of competitive products.

Where the stream of research has proceeded without interruption over a long period—particularly in a large organization which has the greater flexibility accompanying the greater number of research teams—the pressure for immediate research accomplishment at along specified lines can be lessened. It is easier to keep a freight car rolling than it is to start it, and the same is true of pharmaceutical research. However, much depends upon the Research Director. Whatever his primary training may be—whether organic chemist—physician or pharmacologist—he must have a broad insight into related fields. He must have the ability to have or to recognize ideas and put them to use in fields other than his own. While it was Fleming, the bacteriologist, who recognized the effect of mold growth on bacterial cultures, he was not able to put his observations to clinical use, possibly because he was too much of a specialist. Thus the degree of responsibility which management delegates to a research director will vary widely between companies, depending upon the talents and instincts of the man who fills that post. If he has a nose for business, he may well be given executive responsibilities which a purely scientific minded director could not be entrusted to discharge. Thus one of the great problems confronting management is the choice of research personnel and the fixing of responsibility.

Throughout my remarks, I have laid great stress upon the necessity for practical research—research which pays off commercially. In so doing, I do not wish to be misunderstood. I believe that basic research is essential. If a business makes sufficient profits to support basic research, it should do so. Only in this way will science progress and life be made happier. If business and private sources do not supply sufficient funds to support basic research, government will, of course, do so. But it is my firm opinion that while business should support basic research, it should do so by grants to university and foundation workers and that it should not permit its internal research workers to wander along paths that can lead only to glory. If a man has the urge to achieve scientific immortality, he does not belong in a business organization. Nobel prize research may pay off well commercially if the business research worker strikes a productive field such as a preventative or cure for cancer, or polio or the degenerative processes of old age. But the chances of the research worker in your or our laboratory making such a discovery within a reasonable time and within the limits of the research budget which today's lower-

ing markups for drug products make possible, is indeed a chance of one in a million. While I am sure some future day will see these things accomplished, I am equally sure that it will be done by some poorly paid scientist in a university laboratory. If the research department of a business loses sight of the necessity for profit-producing results, management should take hold. To business, which must by definition be run for profit, the discovery of aspirin and the formulation of products containing aspirin, or the synthesis of Vitamins A, B1 or C, and the formulation of multivitamin products therefrom has been more important than many greater basic discoveries, because these achievements have produced profits.

The company which discovers an oral insulin or penicillin which is fully as effective unit for unit as the parenteral forms of these products, will undoubtedly make more money and probably will do more for mankind than the company which develops just another antibiotic or works out a synthesis for penicillin. Yet the latter may be the more important research project from the scientist's viewpoint. The probabilities are that more effort has been expended on developing new hormones and antibiotics than in improving the methods of administering the hormones and antibiotics which are already proven. However, the introduction of procaine penicillin is a perfect example of an outstanding research development which was difficult to conceive; simple to do once it had been conceived and a conception which was obvious to all once it had been announced. In passing, it may be worth while to state that the commercial introduction of procaine penicillin was an outstanding example of skillful handling which produced maximum results for the manufacturer and proved conclusively that proper timing and advance planning pays handsome dividends.

The greatest research need of the American pharmaceutical industry today is to obtain trained pharmacologists and better pharmacological facilities. It is hard for industry to obtain good men in this field. There are not many available. Most companies do not have adequate facilities to screen and test completely the products which have already been made. One good chemical research team can make in the course of a year, dozens of new chemical compounds. Once the clue has been discovered for making a new basic compound, it is comparatively easy for the chemist to make modifications—the various isomers and salts and added radicals which furnish a wide variety of structurally similar substances. The screening and testing of these new substances requires the time of trained pharmacologists and extensive physical facilities. A product made to fill the role of a spasmolytic, hypnotic or diagnostic aid may be of no value for these purposes but may show definite utility as an antibacterial agent or fungicide. This can only be determined by extensive pharmacological screening.

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fully screened. In the antibiotic field alone, thousands of strains have been isolated and developed which have not been fully tested. To do this work industry must either provide its own facilities or utilize the services of workers in university or governmental laboratories. Cooperation between university workers and industrial research workers is a must for industry. In the past these cooperative arrangements have produced great results. They produced important vitamins and hormones and valuable antibiotics, to mention only a few.

The pharmaceutical executive must encourage cooperation not only within his own company but between his research teams and the university workers. He must be willing to make grants in aid of university research and allow interchange of information between workers. For from cooperation springs achievement. University workers in the past have been a fruitful source of basically new products for pharmaceutical use.

But the spirit of cooperation need not preclude the spirit of competition. Even in one's own staff, competition for achievement frequently produces results. Men by nature like to vie with one another, and the research worker is no exception. Competition with cooperation, but without jealousy, is the goal to be attained.

We live in a highly competitive economy. For most drug firms, profits come from the new specialties which we are able to introduce. We must keep the stream flowing because some products will fail of market acceptance; others will capture the market only to lose their dominant position if a better product comes along or a strong competitor follows with the inevitable "carbon copy" of one's product when a better one is not available. Copies come fast, and speed is essential. Advertising and promotional costs are high—40 per cent higher in 1948 then in 1945, and the introduction of new products is useless unless they are promoted adequately.

The bread and butter staples of today were the new products of yesterday, and the new products of today will produce the staples of tomorrow. Thus, the future will provide its own success if we take care of the problems of the present. For the pharmaceutical executive, the search for newer and better medicines must be continual and unrelenting. From success springs the joy of a job well done for the researcher and business profits with which to pay the taxes of today, to build the factories and laboratories of tomorrow, and to pay reasonable dividends to the owners of one's business. No phase of a business has greater importance than new product development. No group of your employees will give greater impetus to your business than a productive research team.

Nail Lacquers (Part I)

(*Continued from page 299*)

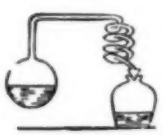
of titanium oxide to be used. Since T_1O_2 is so good an opacifier even the settling of a minute amount would cause the bottle to appear glaringly at fault. A proper design, therefore, becomes increasingly important.

With the developments taking place in plastics and kindred industries, it would appear that a better base than nitrocellulose could easily be found. The author has investigated the possibilities of a large number but so far has not found one which will give as adhesive a coat as nitrocellulose. There are, however, some interesting developments in the alkyd resins which may influence future nail lacquer formulations. However, progress here must of necessity be slow. Since we are dealing with an organic entity, due caution must be taken against any possibility of irritation, whether caused by the substance as a chemical entity or by the mechanics by which it functions.

The Commission and Cosmetics

(Continued from page 291)

No one present had any idea how such a thing could happen. Here was a hearing being held upon a definite set of proposals, completely upset at its closing by an alternate set of proposals offered by a member of the Commission staff—Mr. Layton, who was prosecutor for the Commission in the Arden demonstrator case brought by the Commission. After the hearing had closed, he stated that he had appeared at the direction of Richard P. Whiteley, director of the Commission's Bureau of Litigation. Therefore, the appearance of Mr. Philip at the close of the hearing reveals very clearly a rather embarrassing feud between the Commission's



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Bureau of Litigation and the Commission's Bureau of Fair Trade Practice Conferences, headed by Henry Miller who conducted the hearing on the cosmetic rules. In answer to a question, Mr. Miller said that Mr. Layton was not speaking for the Commission "because only the Commission can speak for itself." Evidently the Bureau of Litigation of the Commission does not believe that the rules as prepared by the Commission's Bureau of Fair Trade Practice Conferences would preserve the ground won in the Arden case decision. Perhaps this difference of opinion concerning the rules has existed within the Commission and was responsible for the delay of over a year and a half in the issuance of the proposed rules. Apparently the difference of opinion could not be reconciled and the Bureau of Fair Trade Practice Conferences decided to go ahead anyway, only to be disastrously tripped up in its proceedings by another branch of the Commission itself.

Mr. Layton offered nine amendments to the proposed plan A for proportionalizing demonstrators, including one to eliminate it. The amendments composed a complete rewriting to provide a totally new approach to the problem. The amendments would force manufacturers to give their smallest customers—no matter how they obtained the goods—all rights and privileges afforded their largest customers.

This inter-department feud within the Commission might be the result of differences between the commissioners themselves, and might be concerned with the appointment of a commissioner to replace Commissioner Freer who resigned at the close of last year. Since Acting Chairman Commissioner Lowell B. Mason was the father of the present Fair Trade Practice Conferences activity, it could be an attempt to scuttle his program and return to a complete hit or miss method of law enforcement. However, unless the bureaus within the Commission are forced to work in harmony, the chances of this industry getting a fair hearing appear remote. And certainly, if the industry cannot get a fair hearing, any rules which are promulgated by the Commission will not receive any cooperation from the members of the industry and might as well never have been issued. Unless another hearing is held and this inter-department fight within the Commission straightened out, it is questionable whether or not the large majority of cosmetic manufacturers will pay any attention to any rules which are issued, preferring to follow the advice of their own attorneys as to proper conduct under the laws, and content to take their chances on prosecution by the Commission.

We have long indicated in our writings that the Federal Trade Commission is a most unsatisfactory agency with which to do business. The various departments within the Commission are apparently vieing with each other so as to increase their importance within the Commission. In this process many of the departments think nothing of taking undue advantage of firms against whom charges are brought. They have overstepped their bounds on many occasions and are not to be trusted by manufacturers in any way. Any

manufacturer who believes that he will get fair treatment from the Commission is a fool. The Commission does not operate to aid business as many seem to believe. The Commission operates for only one purpose—to increase the prestige and power and size and influence in Government circles of the Commission itself.

Do not forget that the Commission has on more than one occasion obtained the cooperation of the Federal Communications Commission to suspend licenses of stations in order to enforce its opinions when the courts would not sustain them. Do not forget that the Federal Trade Commission forced changes in formulas of drug preparations which were approved by the Food and Drug Administration, by the process of dragging them all over the country for continuous hearing until the manufacturers could not stand the expense, and would have gone broke if they had not submitted to the Commission's desires.

Their is no need for this industry to concern themselves over any set of cosmetic fair trade practice rules. If such rules are issued they have no standing in law, and can only be considered a guide to proper procedure. Certainly under the circumstances they cannot be considered as approved by the industry, which approval would be necessary if they were to exert any influence in a court proceeding. As a matter of fact we believe that the whole thing is a waste of time, and have always considered it so. We do not believe that the Commission will ever issue a set of rules for this industry that will mean anything. We believe that the most they will ever do is to issue a "boiler-plate" set of rules which amount to nothing but a restatement of the ambiguous provisions of the Robinson-Patman Amendment.

Lanolin

(Continued from page 305)

and offered prices which discouraged American buyers.

Under these conditions it is easy to see why lanolin crudes are scarce. Within the past thirty days it is reported that lanolin crudes have been bid up from six to eight cents per pound as lanolin producers fight to stay in business. Then there is the fact that today there are more lanolin producers than before the war. Some producers who came into the picture during the war years when selling was easy are fighting to maintain their positions in the industry. The older manufacturers are just as determined to fight to maintain their relative positions in the industry and to prevent these newcomers from encroaching upon them. These conditions make the bidding for available crudes just so much more hectic.

The Western blizzards of this past Winter have just added to this country's wool problem. Against a ten-year average raw wool production in this country of 353 million pounds, production in 1948 dropped to 237 million pounds, and a further drop in production is forecast for this year. Losses of sheep are expected to run into several million head. And the wool from the

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dead sheep cannot be used as it is brittle and cannot be spun.

In addition to being a raw material for lanolin, woolgrease has other industrial uses such as in lubricants, leather, rust preventives, paints, printing inks, etc. Woolgrease production in this country declined close to fifty per cent in November and December, 1948 and was estimated to have fallen off another ten per cent in January, thus adding further difficulties to an already tight situation. Woolgrease production in this country is reported by the U. S. Tariff Commission as follows: 1947, 22 million pounds; 1946, 20 million pounds; 1943, 15 million pounds; 1939, 7 million pounds; 1938, 5.3 million pounds; 1937, 7.5 million pounds. Imports in 1937 and 1938 were slightly above 4 million pounds, while in 1947 they were very small.

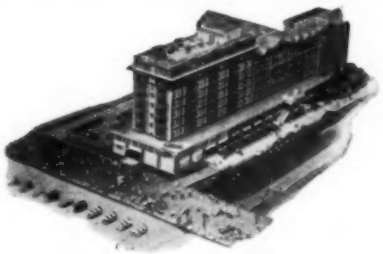
In the present situation, the eyes of lanolin producers are again turning to importation as a means of relieving the situation here. It is reported that lanolin crudes and lanolin itself are being sought in England and that this may help the situation through its present tight period. The thought is expressed that importation of 200 tons of lanolin crudes from abroad would change the picture materially, although apparent demand is for far greater supplies than this amount. It is said that the condition in this shortage is no different than in any other shortage as regards the multiplication of real demand. Every lanolin producer is trying to get crudes from every available source, and lanolin users are likewise trying to get additional supplies from every lanolin producer. However, when supplies are more freely available much of this apparent demand will disappear as buyers of lanolin and lanolin crudes return to their normal channels of supply.

According to the U. S. Tariff Commission there are in this country about 25 producers of crude and semi-refined woolgrease, located chiefly in New England, New York, New Jersey, and Pennsylvania, and some 5 or 6 producers of lanolin, located chiefly in the New York-New Jersey area. The reason that woolgrease production has trebled in this country since 1939 is accounted for largely by the greater quantity of wool scoured, and partly by the installation of additional centrifuges and other recovery equipment. A substantial quantity of the woolgrease in the past was permitted to go to waste. Future production will depend on the quantity of the wool scoured, prices received for woolgrease, and enactment and enforcement of laws against stream pollution. There has been an increasing tendency in certain states toward the enactment of laws prohibiting the dumping of untreated wastes from wool-scouring plants into streams. Such laws, more common in Europe than in this country, should bring about additional recovery of woolgrease.

It appears, however, that until such time as this country increases its production of woolgrease by the enactment of laws against stream pollution, or through increased scouring operations resulting from greater production of woolens, that we may have to return to the condition that obtained before the war—that is,

supplementing our domestic supplies by rather sizable imports from abroad. Thus an industry which became self-sufficient during the war only because of condition created in this country by the demands of the war, is apparently about to return to a pre-war condition. It is possible that over a long period the industry might become relatively more self-sufficient than it was before the war, but the true picture that will eventually emerge after the emergency conditions are resolved is rather clouded at this time.

Meanwhile consumers of lanolin can do nothing but follow the market up and down in an effort to keep sufficient supplies on hand for their normal requirements. It is impossible to buy heavily for future needs at the present time, and the market is too high to follow that course anyway. While there is no telling when the present situation will be relieved, there is nothing that the consumers can do about it. If only the clothing manufacturers were willing to reduce prices on suits to a point at which public buying of clothing would shoot upwards. This would immediately result in more wool scouring for replacements and consequently more wool-grease and more lanolin. But if the clothing manufacturers did this they would be faced with replacements at the same or higher prices so that the clothing market would find itself right back where it started—stalled through consumer resistance to high prices. Thus the condition would not be permanently adjusted through such a move.



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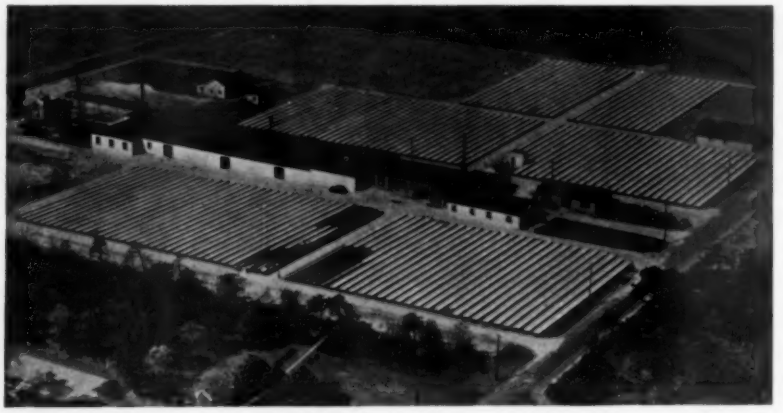

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